

JUNE, 1960


MR LEONARD BALZ-CH OF CATALOGUE
ST LOUIS PUB LIBR -4 ORDER DEPT
OLIVE-13TH & 14TH STS
ST LOUIS MO

Lighting

TRIPLED SOURCE LIGHT

Reference 040
7th Time

Leased Lighting—An Innovation



Ultra-Modern Home
In Rural Setting
* * *
New Lease On Light
For Libraries
* * *
Medium Size Office Bldg.

Noticed the
NEW
VIGOR
 at
 Virden
 ?



Two Lines of Residential Fixtures to help Virden Lighting distributors double their sales! 1. "the light idea" selection... brilliant designs, beautifully made, and presented with a merchandising concept that sells **lighting**, not just fixtures. 2. Scotch Plaid Lighting... fresh new styles at budget prices to capture sales and profits in the important volume market. This is another example of the new vigor at Virden... vigor that is helping Virden distributors gain a larger share of the rich, growing lighting market.



VIRDEN LIGHTING

a division of John C. Virden Company • 6103 Longfellow Ave., Cleveland 3, Ohio

SUBSIDIARIES: LIGHTING DYNAMICS, INC., LOS ANGELES, CALIF. AND DALLAS, TEXAS; JOHN C. VIRDEN, LTD., TORONTO, ONTARIO



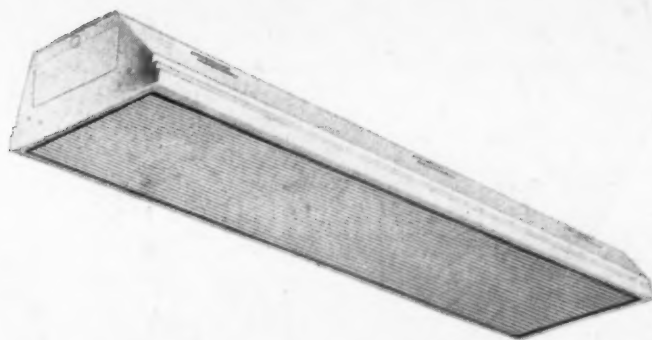
NEW GLOBE MIRACLE DOOR TROFFER CATALOG

Globe Lighting is proud to present the Miracle Door Troffer Catalog describing one of the largest and most complete lines of troffers in the industry. Miracle Door Troffers offer a wide variety of shieldings — Holophane Primalume® Controlens®, Plastic Louvers, Aluminum Louvers, Corning Lenses and diffusing glass, Skytex Glass — and introducing the new Globe *frameless* lenses, "Acrylens" and "Polylens."

The Catalog is complete in every detail with photometric data for each shielding including coefficients of utilization, brightness readings and curves; contemporary ceiling details and useful specifications.

Globe Miracle Door Troffers are available as 1' wide, 2' wide, 3' x 3' and 4' x 4' units assuring the Architect and Engineer greater versatility and limitless opportunity in interior design.

Send for your advance copy of the "Miracle Door Troffer Catalog."



GLOBE LIGHTING PRODUCTS, INC.

PLANT AND OFFICES: 1710 FLUSHING AVENUE • BROOKLYN 37, N. Y.

SHOWROOMS: 16 EAST 40TH STREET • NEW YORK 16, N. Y.

© Holophane Co. Inc.

PAT. PENDING

Please send me your MIRACLE DOOR TROFFER CATALOG.

GLOBE Lighting Products, Inc.

Dept. L 1710 Flushing Ave., Brooklyn 37, N. Y.

Name

Company

Address

City Zone State

Sales go Soaring with...

this

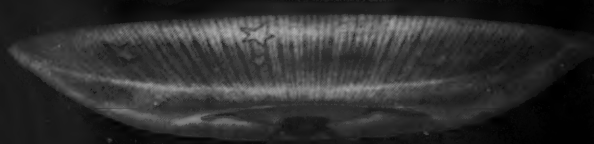
new

Del-Val

Pull Down

Del-Val®

LIGHTING WITH A FLAIR FOR THE FUTURE



Pull-down; practical yet handsome, this addition to the Del-Val line is made in three finishes with textured glass diffuser. This fixture adds a sparkle and a dash of the dramatic to any room. Display one in your show room. See how it catches the eye of your customers and wins immediate approval. Practically sells itself.

Available in Polished and Satin Brass finish (BR), Antique White finish (ANT. WH.), and Brushed Aluminum (BR. AL.) 17" floral perforated shade;

3 lite—3 way turn switch.

CAT. NO. 7005

Send for our new catalog beautifully illustrated in full color. Catalogs are also available with your company name imprinted. Get your copy without delay.

manufacturing company

519 W. HUNTINGDON STREET • PHILA. 33, PA.

NEbraska 4-1100



R. E. Cleary

Increase in Power Production — Upswing in Lighting Business

Electricity plays a vital part in this nation's way of life. There is a wide public interest in electric power production, and in this vein the Edison Electric Institute has just completed an exhaustive study that predicts that power production will quadruple by 1980! ! !

At the beginning of this year the electric power companies provided more than 127 million kilowatts of generating capability. By 1970 the electric companies expect to double their present power-producing capability, bringing the total to 263 million kilowatts. To meet the electric power demands of 1980, the companies will have reached a capability of more than 492 million kilowatts. This is nearly four times today's total and almost twice that predicted for 1970.

To provide the greatly expanded power supply systems of the future will require great sums of money. Today, the electric companies have about \$43 billion invested in electric plant and equipment. During the next twenty years more than \$143 billion will be required to expand the electricity supply systems. This money will come from the sales of electricity and from voluntary investment of millions of people.

More and better lighting, along with more electric appliances, will make up a broad part of the increased electricity consumption.

Richard E. Cleary
Publisher-Editor

On Our Cover:

Jack Podell Home—at Usonia Colony,
Pleasantville, N. Y.

This dramatic shot of the house, as seen from the bottom of the hill was taken by Jack Stager. From this angle especially, the house creates the illusion of a bird in flight. The light fixtures set into the 4-foot overhang are the same fixtures used around the fireplaces. (J. C. Virden fixtures 83-31-37, 8" x 8", with copper rim). There are also four spots recessed discreetly into the underside of the balcony. All switching is by Remcon; all lighting also operates with Luxtrol dimmer controls. See story on Page 20.



The **LIGHTING** Industry's Exclusive Magazine

Lighting

JUNE

1960

VOLUME 76

No. 6

CONTENTS

Light for Split Second Seeing	27
Lighting An Exhibition	32
Mercury Lamps Used to Light Bank Interior	33
Lease Lighting — An Innovation	35
Recent NAED Convention—Candid Views	37

Editorial & Executive

Publisher & Editor	Richard E. Cleary
Senior Editor	Vera Dillard
Editorial Consultant	Eugene Clute
Editorial Assistant	K. Cleary
Contributing Editor	Charles Michelson
Contributing Editor	E. H. Tanner
Marketing Consultant	C. McCann
Treasurer	M. Lusher
Advertising Sales Manager	Richard A. Groth
Circulation Manager	Beverly Rosenbloom

Advertising Offices

Advertising Manager, S. J. Anunziato

NEW YORK 16, N. Y., MU 5-3744-5-6, Eastern Sales Manager 114 E. 32 St.	Peter Finch Jos. Anunziato
CLEVELAND 7, OHIO, LA 1-5448, LA 1-7125 15515 Detroit Avenue	Richard E. Cleary Richard A. Groth
CHICAGO, ILL. — CLEVELAND LA 1-5448 15515 Detroit Avenue, Cleveland	Richard A. Groth
LOS ANGELES 48, CALIF., BR. 2-3935 479 So. Holt Ave.	Jack O. Hedges
CHARLESTON, S. C. P. O. Box 6385 MYERS BRANCH	Harry Becker

Issued Monthly KRIEGER PUBLICATIONS, INC.

114 East 32nd Street, New York 16, N. Y.

Copyright, 1960 Krieger Publications, Inc., Annual subscription, \$4.00; Foreign Subscr., \$5.00

VOLUME 76

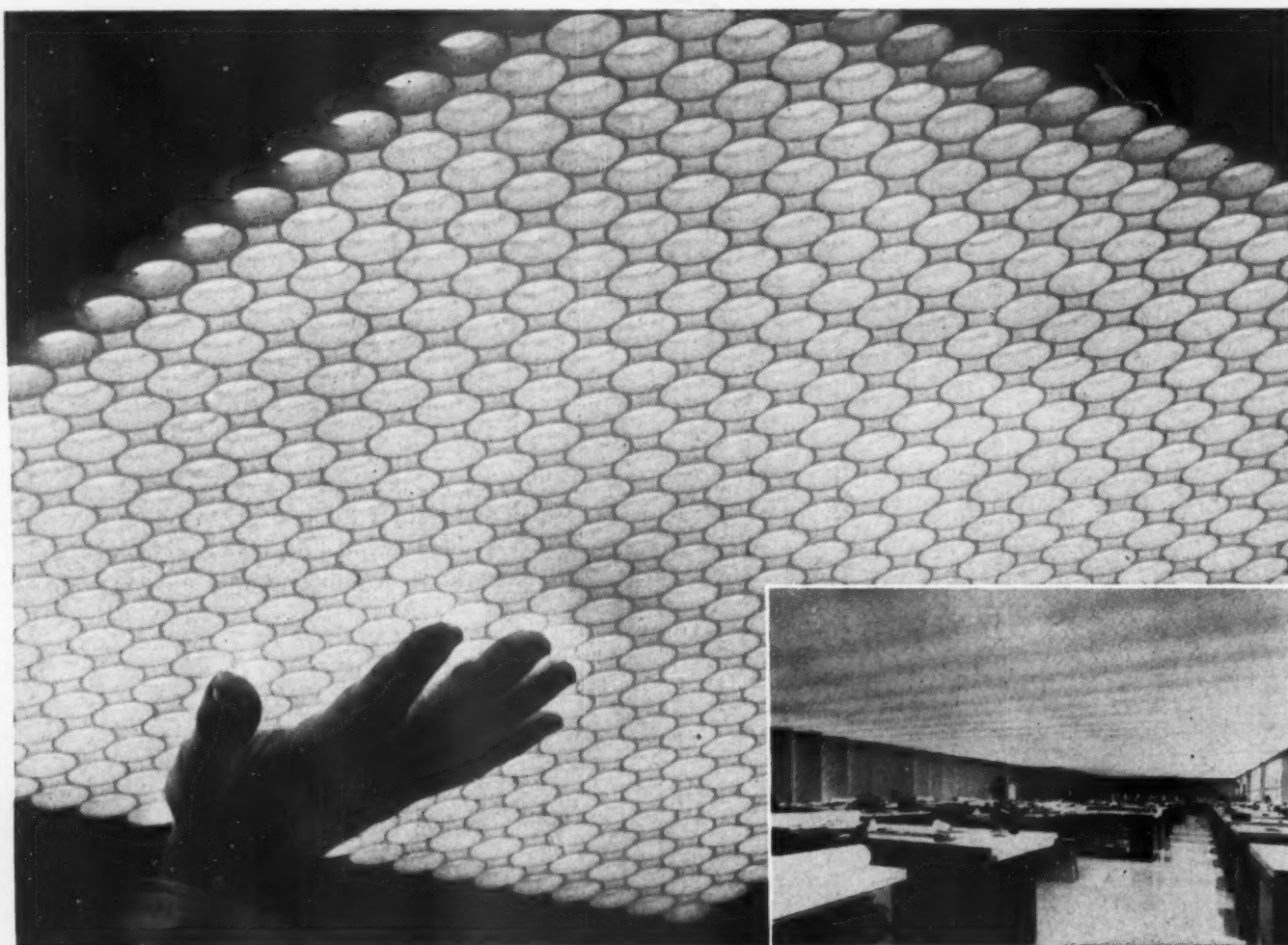
NUMBER 6

LIGHTING, June 1960

Published monthly by Krieger Publications, Inc., at 34 N. Crystal St., East Stroudsburg, Pa., with editorial and executive offices at 114 East 32nd Street, New York, N. Y. Yearly subscription, \$4.00. Foreign subscription, \$5.00. Single copies, 45 cents. Entered August 31, 1932, as second class matter at the Post Office at East Stroudsburg, Pa., under the Act of March 3, 1879.



PLASTICS



A NEW HIGH IN LIGHT STABILITY

with Styron 672 and Styron 673

VERELITE

These two new Dow polystyrenes have been fully tested to prove they not only meet—but far exceed—the specifications for fluorescent lighting materials as set jointly by the National Electric Manufacturers Association, the Illumination Engineering Society, and Society of Plastics Engineers.

Under intense testing in the Atlas Fadeometer for light stability, for example, Styron* 672 Verelite*, the molding formulation, and Styron 673 Verelite, for extrusion, both exhibited a yellowing factor of only 0.5 after 500 hours! Under long-term exposure to a standard cool white

40 watt fluorescent lamp, the yellowing factor is 4.5 after 26,000 hours with the sample placed one half inch from light source!

The high light transmitting and diffusing properties of these Verelite formulations offer a new freedom in fixture design. The grid panel above, of Styron 672 Verelite, was designed to create a special effect of continuous luminous expanse. An example of what can be done.

ZERLON® . . . a weather resistant methyl methacrylate styrene copolymer for your most demanding outdoor or indoor applications is also available from DOW.

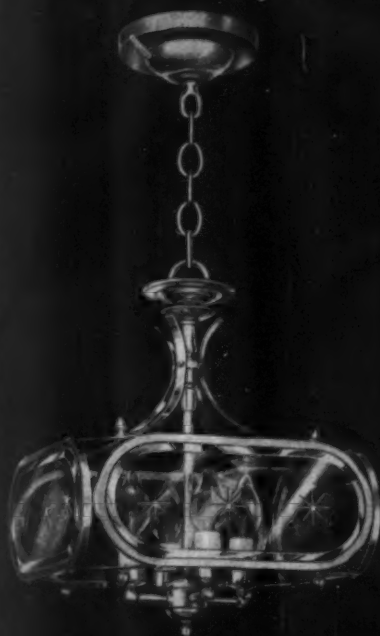
*TRADEMARK

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

PROFIT IN '60
with the fastest selling
quality line . . .

ARTOLIER

Insure a faster turn-
over with the ele-
gance of line in the
new quality lanterns
by Artolier. Each and
every one a sure prof-
it-maker. Move into
'60 with assurance.
Take your next step
forward by selling
quality . . . Artolier
Quality—Designed to
sell.



#2022



#2000



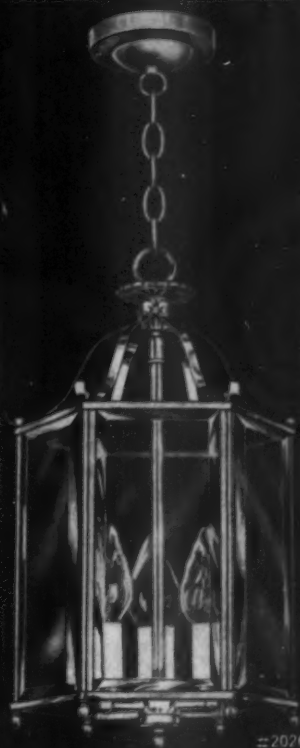
#2024



#8253

ARTOLIER CORP.

Where quality and design show the way
LANZA AVE. GARFIELD, N. J.



#2026

ABOVE ALL:

All-styrene fixtures fabricated from

LUSTREX PERMA TONE



United Air Lines' check-in area, O'Hare Field, Chicago. Lighting fixtures by Curtis-Allbrite Lighting, Inc., Chicago; extruded components by Sandee Mfg. Co., Chicago; molded components by Mid-States Plastics, Chicago; Architect: Ralph Stoetzel, Chicago; United Air Lines Engineer: John V. Foulkes; Consulting Engineer: Kralovec & Best, Chicago; Contractor: W. J. O'Brien Electric Co., Inc., Chicago.

Lustrex perma tone has made possible the design of a new type of fixture in which the complete external shell—all that's seen—is styrene. The wrap-around closures, intermediates, end caps, and extrusions are all snapped in—*without tools!*

The closed-up design keeps out dusts and insects. Use of perma tone also assures color stability, 2 to 3 times greater resistance to yellowing under ultra-violet light, good diffusion, lighter weight, and easier hanging.

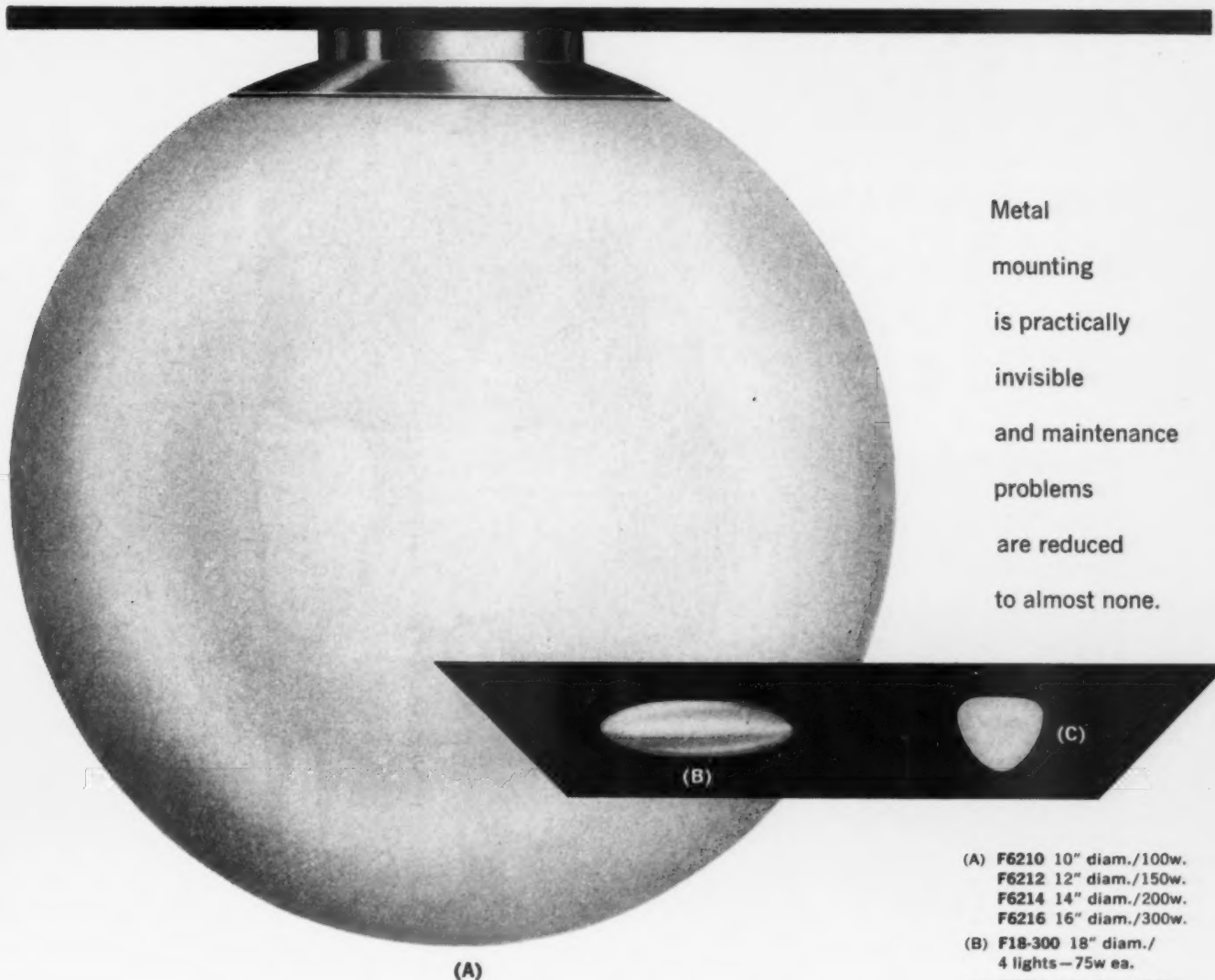
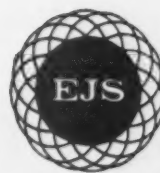
Lustrex perma tone is now available in both regular grade, and impact grades for extra toughness and flexibility in snap-fitting, high resistance to abnormal abuse, and lighter weight through thinner walls. Write for technical report on both types, including accelerated aging test results and other valuable data on styrene in lighting fixtures, to Monsanto Chemical Company, Plastics Division, Room 776, Springfield 2, Mass.



MONSANTO ENGINEER IN **PLASTICS**

DISTINGUISHED DEBUT

Proudly, we present the first group of our new series . . . designed to fulfill the creative scope and precision of the architect's requirements. Variations include sizes for every commercial and residential use. Available in suspension and semi-flush applications, featuring a new EJS-designed holder*.



Metal
mounting
is practically
invisible
and maintenance
problems
are reduced
to almost none.

- (A) F6210 10" diam./100w.
F6212 12" diam./150w.
F6214 14" diam./200w.
F6216 16" diam./300w.
(B) F18-300 18" diam./
4 lights—75w ea.
(C) F6294 13" diam./300w.

*Patent pending.

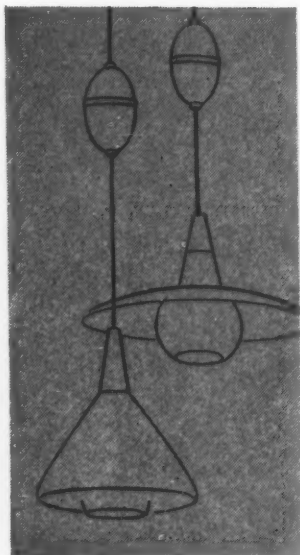
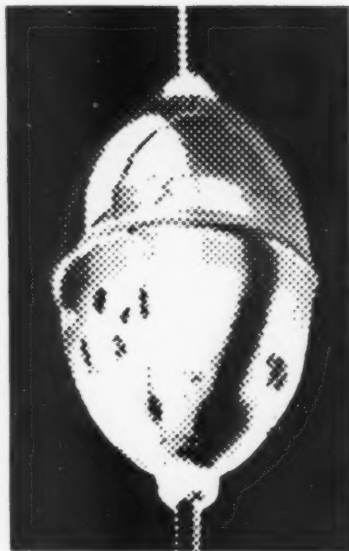
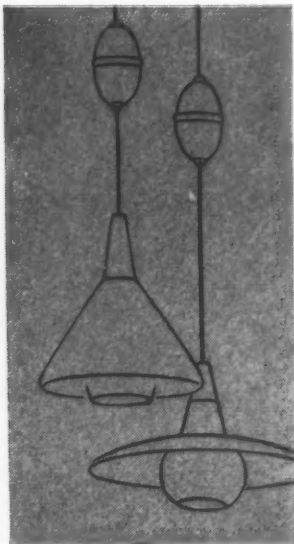


18-300 18" diam./300w. 6290 10" diam./150w.
12-150 12" diam./150w. 6294 13" diam./300w.

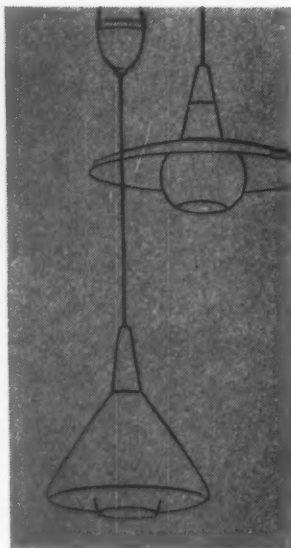
EJS LIGHTING CORPORATION

921 East Pico Blvd., Los Angeles 21, California / Chicago Warehouse: 2719
North California Ave., Chicago 47, Illinois, Dickens 2-6613 / Philadelphia
Warehouse: 309-11 Arch St., Philadelphia 6, Pennsylvania, MAket 7-0427

Union Made by I.B.E.W. U.L. Approved



NORD



Inside this housing, the Erco Universal Pulley does its job quietly and efficiently. It raises or lowers the lamp at the touch of a finger, and enables you to adjust the height of the light at will. It works smoothly and dependably . . . is always reliable, trouble-free. It makes your fixture adaptable to a greater number and variety of uses, makes it more versatile, infinitely more desirable. The Erco Universal Pulley inside this housing makes your lamp easier and quicker to sell! Fully guaranteed, meets UL, CSA specifications.

NORD-NEW YORK, INC. • ONE CENTRAL AVENUE, TARRYTOWN, N. Y.

play a tuneful melody...



SEA GULL

2520 Morris Street • Philadelphia 45, Pa. • HOward 8-7255

with the **NEW**
SEA GULL
CATALOG
to a harmony
of profits...

Scores of brilliant, new designs in Colonial, Traditional, Contemporary, Novelty — a full range of styles for the *entire* home — are illustrated in the **NEW FULL COLOR SALES PORTFOLIO** to tell and sell this complete line for you.

The Sea Gull Line is backed by 41 years of lighting know-how in designing, manufacturing and merchandising — all to assure you, The Dealer, of a ready market and high scale profits.

Send for your FREE copy now!

Send me the New Sea Gull Catalog.

SEA GULL Lighting Products, Inc.
2520 Morris St., Philadelphia 45, Pa.

Name.....

Company.....

Address.....

City..... Zone..... State.....

*this season's most
dramatic line of
lanterns by*



SEE US AT THE
CHICAGO LAMP SHOW

PALMER HOUSE — ROOM 740

JUNE 18 TO 26

**NEW YORK LAMP AND
HOUSEFURNISHING SHOW**

HOTEL NEW YORKER — ROOM 501

JUNE 26 TO JULY 1

From India — hand chased and per-
forated lanterns of solid Sarna-
brass® — wired, lacquered, assem-
bled, and lined with fiberglass.

*Write for our catalogs
on your letterhead*

S. S. Sarna Inc.

225 Fifth Avenue, New York 10, N. Y.

Chicago Showroom:

THE ZANGS CO.

Room 1598, Merchandise Mart, Chicago, Ill.

Bells of Sarna

OUR 40th ANNIVERSARY



#1004 — 3 lantern chandelier @ \$94.50 retail



**Just
the
off**

presses ...64 color pages of beauty in lantern styling.

Write or call today for your free copy.

We've moved...

*to larger quarters to meet
the needs of our
expanding production . .*

PHOENIX

**PHOENIX LIGHTING FIXTURE CO., INC.
167 41st STREET BROOKLYN 32, N.Y.**

Sterling 8-5630

CAP AND CLIP
FOR
THATCHER pendant GLASS by

RICHTER

The cap and clip, when used with Hi-Heat bakelite socket in combination with THATCHER Pendant Glass, will produce a modern, easy way to assemble lighting fixtures and lamps.

NO SCREWS
NECESSARY

Note the
clean modern
lines as
compared to
the
old style
three-screw
holder

No. 295, with clip made expressly to fit Thatcher Glass Co.'s No.'s 2388, 2389, 2390, 2391, 2392, 2393, 2394 & 2395
Also available with keyslot.

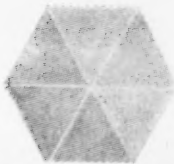
Stamping for the Lighting Trade since 1908

CHARLES

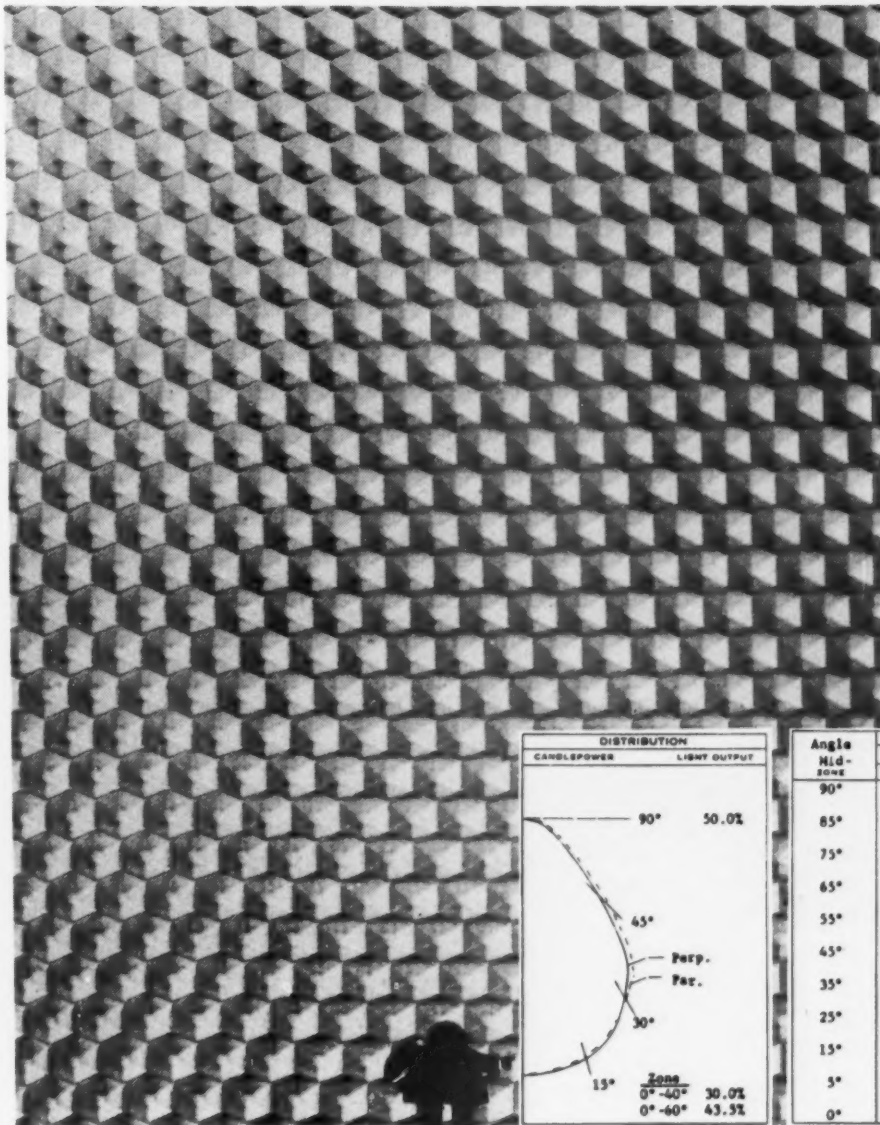


RICHTER

METAL STAMPING & SPINNING CORPORATION
160 EAST FIRST STREET MOUNT VERNON, NEW YORK



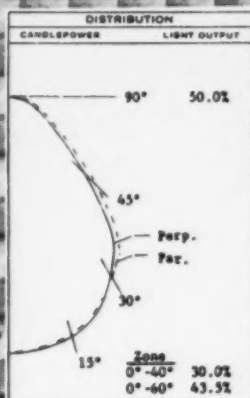
announcing the New EXTRU-LITE® Pattern **R-7**



our famous plastic low brightness lensware — NOW extruded in a Brand NEW PATTERN.

Pattern R-7, with optically engineered hexagonal pyramids, permits the light to enter at all angles from the light source. It diffuses and refracts the light onto the work surface with a low brightness that is highly desirable for all types of visual tasks.

This 6-sided prismatic pattern controls, directs and reflects the rays to provide a glareless, more uniform light distribution.



Angle Mid- zone	MID-ZONE CANDLEPOWER					LUMENS
	PAN	25°-N	45°	67°-N	PERP	
90°	0		0		0	-
85°	40.2		40.2		25.3	40
75°	127		125		96.9	125
65°	176		200		179	188
55°	317		313		279	274
45°	653		620		554	672
35°	1003		1000		970	625
25°	1177		1198		1196	551
15°	1281		1293		1301	365
5°	1334		1335		1338	127
0°	1341		1341		1341	-

Made of plastic in either polystyrene or acrylic, it has all the advantages of plastic; such as, light weight (approximately .55 lbs. per sq. ft.); therefore easier to handle. It is tougher, more durable and safer. Also more economical to maintain.

Extruded up to 24" wide in 1/8" or 3/16" thicknesses. Either crystal clear or by special request in varying degrees of opal white translucence.

Write or call our factory or our Sales Offices today for Free Samples, Brochure and Price List.



THE ROTUBA EXTRUDERS, INC.

A DIVISION OF WALJOHN PLASTICS, Inc.

MAKERS OF PLASTIC EXTRUSIONS FOR INDUSTRY


437 88th STREET, BROOKLYN 9, NEW YORK • SHORE ROAD 8-5458


Additional Offices:



O'Connell & Associates
Chicago, Illinois
AMBassador 2-8841

R. L. Bouse Co.
Flourtown, Pa. (Phila.)
CHestnut Hill 8-1010

Want a bigger share  of the new
lighting business  in your area?

Want to be sure you're not missing  out on good opportunities? Want a

reliable way to size up  jobs...to
go after the ones that will do you

most good  ? You need daily
Dodge Reports  !!

DODGE REPORTS are individual building project reports. They're mailed to you daily. You get REPORTS on just the types of building for which you carry materials. They give you advance information on who's going to build what and where, in the area where you do business... whom to see... when bids are wanted

...who's bidding...who gets the awards which offer you opportunities to get orders.

When you use DODGE REPORTS, you always know what's coming up. You concentrate on business you know will be profitable. If you operate anywhere in the 37 Eastern states, you need DODGE REPORTS.

SEND FOR THIS FREE BOOK 

F. W. Dodge Corporation, Construction News Division
119 West 40th Street, New York 18, N. Y., Dept. L60

Send me the booklet "How Material and Equipment Firms Get More Business in New Construction" and let me see some typical Dodge Reports. I am interested in the general markets checked below.

- ☐ House Construction ☐ General Building
☐ Engineering Projects (Heavy Construction)

Area _____
Name _____
Company _____
Address _____
City _____ Zone _____ State _____

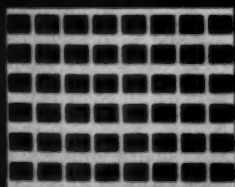


It's

It's

"It
vanishes
before
your
eyes!"

GUTH MYSTIC GRATELITE *



Guth



THE EDWIN F. GUTH CO. • 2615 WASHINGTON BLVD. • BOX 7079 • ST. LOUIS 77, MISSOURI

40 years of LIGHTING PROGRESS

Progress is not an accident, but a necessity . . .

—Herbert Spencer.

In July "LIGHTING" celebrates its 40th Birthday!!!

This publication has witnessed a revolution in lighting practice and the tremendous growth of the lighting industry during the past four decades.

It has observed the steady growth of "old timer" firms in the manufacturing and distribution fields and has seen the gradual handing over of the steering wheel to the younger generation which is carrying forward the enterprises to new successes. LIGHTING has carried the fascinating story of lighting from the days, when oil and gas were still in use as illuminants to the present day, with its advanced lighting methods and its highly developed light sources and luminaires. It is the story of an industry that has met a great need of the public . . . the need for better lighting . . . progressively as such lighting became technologically and economically available. And it is prepared to meet the immense present and future demands for better lighting in homes, stores, schools, offices and factories.

LIGHTING

KRIEGER PUBLICATIONS, INC.

114 East 32nd Street, New York 16, N. Y.

15515 Detroit Ave., Cleveland 7, Ohio



Ceiling diffusers, counter lighting and identification panels of PLEXIGLAS at Port Columbus Airport, Columbus, Ohio

PLEXIGLAS

FOR LIGHTING THAT STANDS OUT AND STANDS UP

The versatility of PLEXIGLAS® acrylic plastic as a lighting material is well demonstrated in the multiple uses shown above. To each application, PLEXIGLAS brings maximum efficiency in the transmission and diffusion of light. It also provides breakage-resistance, ease of cleaning, and freedom from discoloration. Above all, PLEXIGLAS has the permanent, quality appearance that complements good interior design.

We will be pleased to send you the names of manufacturers of lighting equipment that incorporates PLEXIGLAS.



Chemicals for Industry

**ROHM & HAAS
COMPANY**

WASHINGTON SQUARE, PHILADELPHIA 5, PA.

*In Canada: Rohm & Haas Company of Canada, Ltd.,
West Hill, Ontario*

American Home Lighting Institute Reports

MANUFACTURERS SALES of lighting fixtures in April dropped for the first time in 14 months as compared to the same month of the previous year. The 10 reporting firms did 13.4% less business in April than they did in the same month last year. Four manufacturers showed increases and six reported decreases for the month. Causes probably go back to the drop in housing starts which began the latter part of 1959 and continues today, although new home building is only one factor affecting lighting fixture sales.

* * *

DISTRIBUTORS, who reported increases in February and March, recorded a slight rise of 2.4% in April over the same month of 1959. Eleven firms reported increases and five reported decreases for the month.

* * *

HOUSING STARTS rose to 110,400 in April, but were still far below the 142,200 recorded for April of 1959. Housing starts for the earlier months of 1960 were: March 97,800, February 76,600, and January 75,900. These low figures for the earlier months, undoubtedly, affect sales in April and May.

* * *

HARD GOODS SALES were up only 1.5% for the March-April period over the same period of 1959, with lumber and hardware actually declining, and appliances gaining only slightly.

* * *

DISPLAY HOMES are now being planned by builders and utilities for showing during the big National Home Week Promotion this September. Now is the time to start planning your own tie-ins to use such homes as showrooms to the thousands who go through them.

* * *

THE AHLI SYMBOL (the figure holding the sun containing the words, "Light for Living") has finally been accepted by the government as a registered trade mark. Only members may use it. Anyone using this symbol without specific authorization is subject to suit for damages. This does not apply to use of the slogan, "Light for Living." Those words may be used by anyone, and the Institute encourages use by the entire industry.

* * *

WHERE IS THE MARKET? Clues to the answer came from **AMERICAN BUILDER**. A survey of builders indicates some cities will increase home building

A crusade for the cause of "lighting," Mr. Rosen is president of Progress Mfg. Co. of Philadelphia. Like his predecessor he is expected to help further the interests of the Institute and thus its members.



Maurice M. Rosen
New Institute President

more than 50% in the 1959-1963 period over the totals recorded for 1954-1958, while others will drop below the figures of the earlier years.

* * *

Here are the predictions of 1,447 builders who answered the survey:

Houston: Up 98%; San Jose: Up 91%; Miami: Up 85%; San Francisco: Up 66%; Phoenix: Up 60%; Los Angeles: Up 49%; Cleveland: Up 46%; Philadelphia: Up 42%; St. Louis: Up 31%; San Diego: Up 24%; Minneapolis-St. Paul: Up 20%; Washington: Up 11%; New York: Down 11%; Detroit: Down

12%; Chicago: Down 12%.

* * *

NEW MEMBERS include Central Queens Electric Supply Corp. of Jamaica, N. Y. and Dreifuss and Co., Inc., of Philadelphia. Four other distributors and one manufacturer have also joined and will be announced.

* * *

April Sales Survey

MANUFACTURER SALES — 10 FIRMS REPORTING

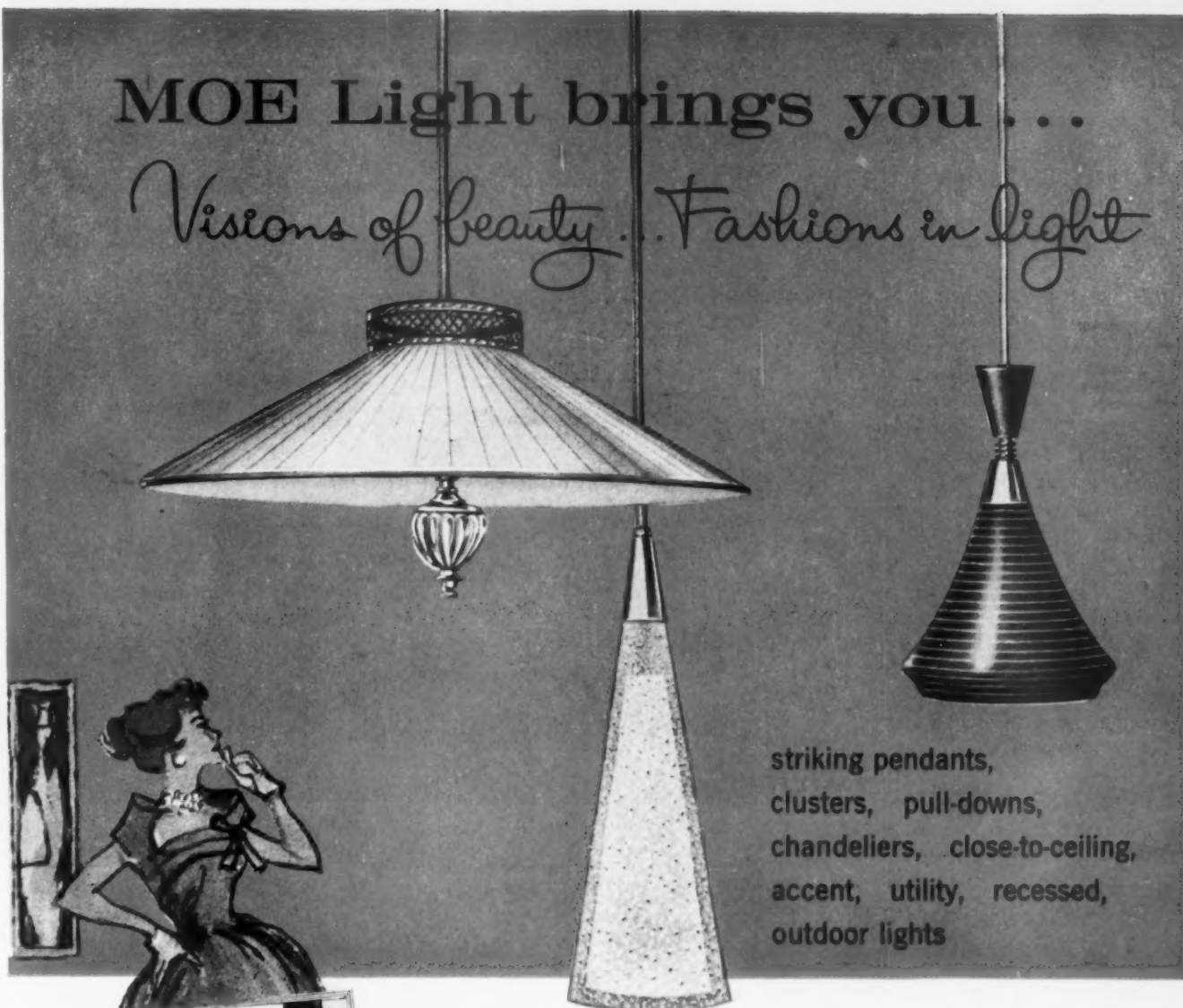
1960 Sales	1959 Sales	Decrease	% Change
\$ 3,399,871	\$ 3,927,233	\$ 527,362	—13.4%
Firms With Sales Increase	Firms With Sales Decrease	Highest Individual % Increase	Lowest Individual % Decrease Median
4	6	+14.0%	—41.6% —8.5%

DISTRIBUTOR SALES — 16 FIRMS REPORTING

1960 Sales	1959 Sales	Increase	% Change
\$ 181,849	\$ 177,641	\$ 4,208	+2.4%
Firms With Sales Increase	Firms With Sales Decrease	Highest Individual % Increase	Lowest Individual % Decrease Median
11	5	+146.2%	—28.6% +3.6%

MOE Light brings you...

Visions of beauty... Fashions in light



striking pendants,
clusters, pull-downs,
chandeliers, close-to-ceiling,
accent, utility, recessed,
outdoor lights



a New Line of dramatic Decorator fixtures

... all shown in this incomparable new catalog
and guide to decorative lighting

- 64 Pages in Full Color
- Room-by-Room Lighting Guide
- Hundreds of Decorator Fixtures
- Latest Decorative Lighting Ideas
- Easy Guide to Fixture Selection

FREE! Send Now for Colorful NEW 1960 MOE Light
Catalog and Decorative Lighting Guide

NATIONALLY ADVERTISED!

Full page, full color ads in:

- House & Garden • Living for Young Homemakers • House & Garden Book of Building
- House Beautiful • House Beautiful Building Manual • Living's Guide to Home Planning
- New Homes Guide • Better Homes & Gardens Home Improvement Ideas

TOTAL READERSHIP 14,300,000



THOMAS INDUSTRIES INC.

LIGHTING FIXTURE DIVISION

207 E. Broadway, Louisville 2, Kentucky

The World's Largest Single Source of Lighting
for Home, Commerce and Industry

SEND FOR YOUR FREE COPY TODAY!

THOMAS INDUSTRIES INC.,

Lighting Fixture Division
207 E. Broadway, Dept. ML-6
Louisville 2, Ky.

Please send new free 64-page full color MOE
Light Decorative Lighting Guide & Fixture Catalog.

Company _____

Address _____

City _____ Zone _____ State _____

Your Name _____

Ultra-Modern Home In Rural Setting



This shot, taken from the living room and looking into the dining area and kitchen, was taken by Peter Guerrero. The chandelier over the dining table (Virden 2220 is in copper and adjustable in height). It is controlled by Luxtrol dimming.

THE unusual and charming home of Mr. and Mrs. Jack J. Podell and their two children in the Usonia colony of Pleasantville, N. Y., was designed by David T. Henken, who has met the owner's requirements with rare understanding. Henken Builds, Inc., Pleasantville, N. Y., built the house.

Mr. Podell says, "It seems to me, at least, housewise, that the world is divided into two types of people: 'perchers' and 'nesters'—those who want to be close to the sky and those who want to snuggle into the land. *We are 'perchers.'*"

"When we showed Mr. Henken the site—a hill with a 60-degree incline—we told him we had chosen it because we wanted a house that would soar, a house of light and flight. A house that, by its very posture, would say: 'there is no such thing as the impossible.'"

"We also told Mr. Henken we wanted a house that would not be imprisoned by walls, a house whose interior would change in appearance to match our moods, our living needs. We wanted an open floor plan that, nevertheless, would also give the feeling of coziness, intimacy and unity."

Evidently, Mr. Henken understood the special needs outlined. He designed a lighting system of incandescence and fluorescence planned to make night-time living an adventure. Though the floor plan is open, the

RESIDENTIAL
LIGHTING

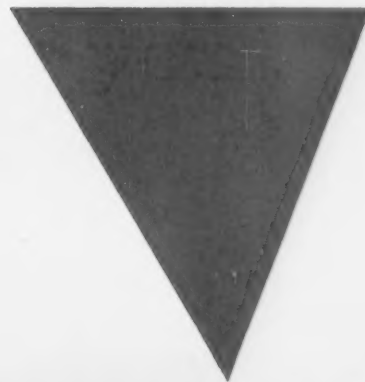
strategic placement of the light fixtures enable the owners, in effect, to create individual rooms through lighting.

All lighting fixtures are by Virden Lighting, a division of John C. Virden Company, Cleveland 3, Ohio. Through the use of Luxtrol dimmer controls and Remcon's low voltage switching, Mr. Henken has made it possible to run the gamut from candlelight softness to party brightness. The Remcon low-voltage switching system is particularly good to have in an open-floor plan since it enables people to go from place to place in a house without having to walk into a dark area. For example, the kitchen can be lighted from the living room, the lower level from the entranceway, etc.

Old fashioned beveled cedar siding was used on all the walls and ceilings, and as a counterpoint to the sweeping use of this material, sculptured "Shadowall" concrete block was used in the two fireplaces. When the four incandescent light fixtures (Virden 83-31-37, 8" x 8") are lit up at night, the shadows created on the blocks give a sense of Medieval richness and luxury that is most unusual.

The seven "Wasco" skylights set into the ceiling give a supply of daylight that makes it possible to have a flourishing garden in the center of the dining room. At night, these skylights are lit by 4-foot fluorescent fixtures (Virden's 9140 DRSLPF).

The skylights are three feet by five feet with a plastic bubble on the roof. Each one has a translucent plastic diffusing panel in the bottom. These panels prevent a view of the inside of the skylight and shield the eye against glare from the fluorescent lamps which are incorporated in these units.



Children's TV-library room. Note the flooring—Armstrong's "Tessera Corlon", a plastic that looks like terrazzo.

View from the kitchen looking into the living room. Taken by Peter Guerrero. Notice the tiara of fluorescent lighting going round the rim of the ceiling and the plastic diffusers over the fixtures. (Virden diffuser 9614, 4 ft. long). This tiara of light is 70 ft. long.



Some Credits

Architect: David Henken
Builder: Henken Builds Inc.

Lighting Fixtures:

Fluorescent and Incandescent
VIRDEN LIGHTING, Div. of
John C. Virden Co.

Switching:

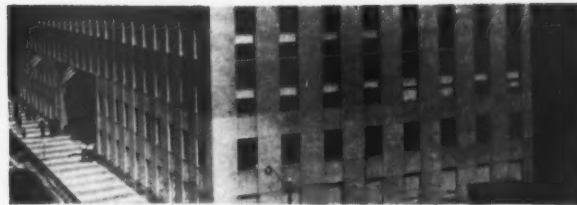
by REMCON

Dimmers:

all lighting operated
also by dimmers
by LUXTROL



Medium-Size Office Building



United States Life Insurance Building at 125 Maiden Lane, New York. Sylvan Bien and Robert L. Bien, Architects.

With Latest Ideas

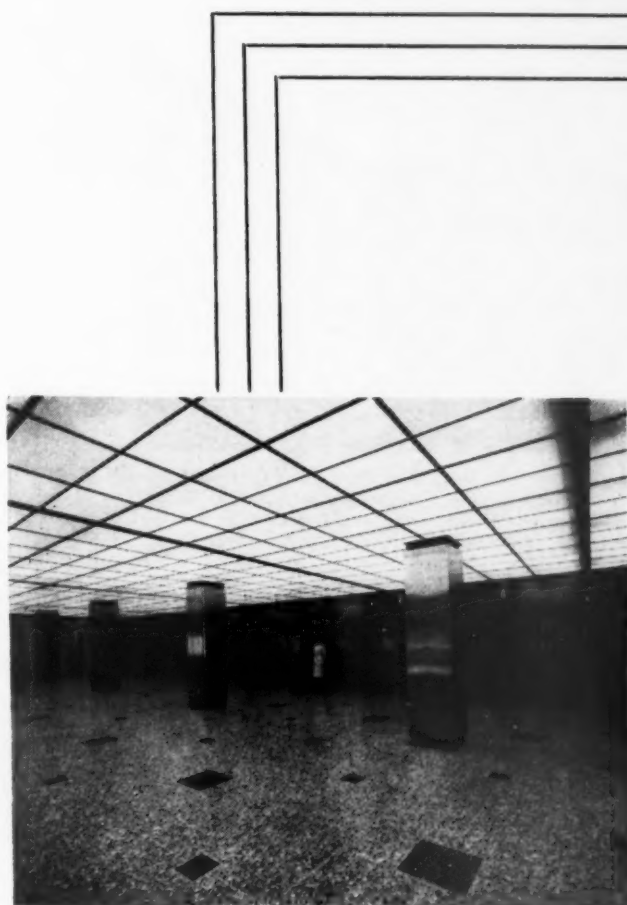
THE newest skyscraper to invade downtown New York is the block-square United States Life Insurance Building at 125 Maiden Lane, architects Sylvan and Robert Bien. An enduring serenity appropriate for a conservative, successful company is suggested in its architecture. This effect of building for the future sustains the belief of leaders in industry and business that downtown areas of cities and smaller towns will continue to grow, retain their individuality and not be merged into a huge, sprawling Megalopolis.

The architects have combined lighting, texture and varied materials in a way that is not only artistic but arresting and that will not be easily forgotten.

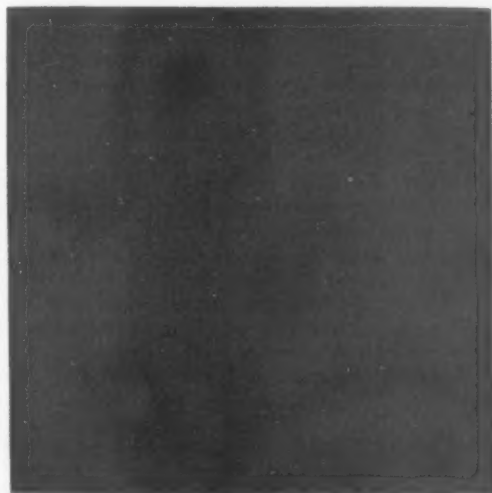
The lobby has a luminous ceiling with cold cathode lighting, supplied by the National Cathode Company. It is supported by four stainless steel columns on a Venetian terrazzo floor of black and white marble. The overall effect is dramatic and commanding.

The lighting of the upper floors, specified by the architects has all been done by Lightolier in fluorescent

**OFFICE
LIGHTING**



A luminous ceiling supported by four stainless steel columns set on a Venetian terrazzo floor is featured in the lobby of the new 17-story, block-square United States Life Insurance Building at 125 Maiden Lane, New York City.



Surrounded by exotic foliage, an unusual bronze sculpture by Jose de Rivera creates a focal point of interest in the vestibule of 125 Maiden Lane, New York. Revolving slowly on a marble turntable set four feet above the reflecting pool, the sculpture is plainly visible from the street.

fixtures either "Strialux" or "Sightron" in accordance with the requirements of the various tenants.

Fixtures in the lighting of the open pool areas are on a module of either 2 ft. x 4 ft. or 1 ft. x 4 ft.

The "Sightron" has hidden hinges for easy maintenance, no visible metal framing and has slide out ends and no exposed nuts, screws or mechanical parts.

"Strialux" has only a narrow flange in sight, with hidden hinges and side-mounted ballast for cooler operation.

Sculpture, Reflecting Pool, Planting and Lighting Lend Charm

In the vestibule a bronze abstract sculpture by Jose de Rivera, set in a reflecting pool against a two-story white marble backdrop is lighted by incandescent spots which increase the value and drama of the sculpture.

Incandescent floodlights illuminate areas of recessed planting in the lobby. This is in line with the new effort being made by architects to eliminate or to at least reduce the grim look that has always been associated with large office buildings and skyscrapers.

The façades of the building are of crick on a base of stone and granite entrance with granite columns. Although the style is contemporary, it recognizes the traditions and character of the downtown area of the city.

The United States Life Insurance Company occupies 40% of the total rentable area. The Boston Insurance Company has also taken space. The building has individual floors ranging in size from 10,000 to 19,000 square feet.



This college library near Boston was successfully relighted recently with LAM Modulume perimeter lighting and the new LAM Library Table Lights. Without touching the dark ceiling or resorting to any structural or decorating changes, the new lighting has provided comfortable, glarefree light for the students while keeping the character of the room intact. This picture, taken early the morning on a dark day, shows how effectively the LAM perimeter lighting washes the walls with light (see maps) and how well and evenly the tables are lighted. Pictures designed by Bill Lam, manufactured by LAM INC., Wakefield, Massachusetts.

New Lease on Light for Libraries

Perimeter Lighting

Unless they've already been "modernized," most libraries—public, private or college—built between 1850 and 1940, suffer from inadequate lighting. If in other respects they function as well as they always did and besides have an appealing style of their own, can they be given a new lease on light without submitting them to expensive or undesirable structural changes, perhaps destroying their charm in the process?

The problem appears difficult, but it can be solved with relative ease.

Apparent difficulties arise because the libraries of yesteryear were relatively dim as a matter of choice—not accident. Their designers were primarily interested in creating an appropriate atmosphere, a cloistered, removed-from-the-world sanctum conducive to thought, scholarship and the various uses of reading, where much light would be intrusive.

For further psychological effect, they usually made the ceilings high and often decorated them handsomely, perhaps to give readers something pleasant to stare at between pages. While these ceilings gave a relaxed sense of spaciousness to the rooms and dwarfed the surface noises, they also had a tendency, alas, especially the decorated or dark ones, to swallow up most of whatever light there was.

The apparently difficult re-lighting problem posed by the

otherwise pleasant features of such rooms can now be simply and economically solved by using two versions of the versatile LAM Modulume line of wood-shielded fluorescent fixtures.

As shown in the picture, the first of these—"Profile-103"—can be used as perimeter lighting mounted above the bookcases in order to light the shelves and wash the upper reaches of the room with soft, glarefree light. This treatment effectively raises the general brightness of the room and greatly reduces the contrast between the light on the written page and the dark shadows of the lofty interiors.

The second and newest version of the LAM Modulume line is the Library Table Light, designed for the purpose and only recently introduced to the market. The Library Table Light trains broad, shadowfree, even light over the whole table, thus eliminating pools of light and dark; its curved shield cuts the light at eye level. Both LAM products can obviously do a superb modern lighting job for new libraries as well as old.

LAM Modulume fixtures, with curved natural wood shields in a selection of different profiles, each designed to produce a particular distribution of light, may be used as individual fixtures or as units which can combine to produce fitted installations around corners or to any length. Prefinished, and ready to install, they may be ordered from the catalog. They are designed by Bill Lam, manufactured by LAM INC. of Wakefield, Massachusetts.

Lighting NEWS LETTER



THIRD BIENNIAL ELECTRICAL Trade Conference and Exposition Washington, D. C.
February 14, 15, 16 in 1961.

* * *

R. H. SMITH, SECRETARY, The Reliance Electric & Engineering Co. appointed chairman Public Relations Committee of National Electrical Manufacturers Association (NEMA).

* * *

CHICAGO INTERNATIONAL TRADE Fair, June 20 through 24.

* * *

EDISON ELECTRIC INSTITUTE Customer Relations Committee agreed to carry through 1960 the theme "Value of Electric Service by Business-Managed Utilities" — with emphasis on the problem of local identity.

* * *

COMMUNICATIONS IS THE topic of the 1959-60 management training program inaugurated by The Connecticut Light & Power Company.

* * *

MARRIOTT MOTOR HOTEL currently abuilding in Dallas had to add 300 rooms to the initially planned 300; even prior to opening. Ideally located only three minutes from downtown Dallas and five minutes from Love Field the Hotel will cater to the convention trade.

* * *

CONSTRUCTION OF THE nation's largest (360,000 kilowatt) atomic electric power plant may be started next year by Southern California Edison Company. Cost of plant is estimated at \$70,000,000.

* * *

BERNARD LEVITON, VICE PRESIDENT of Leviton Mfg. Co. will be honored for his services to the lighting equipment field and to its philanthropies at the Annual Jewish Appeal dinner June 9 at the Hotel Plaza.

* * *

A TEAM OF SIX power specialists from Poland began a month-long visit to electric power systems and equipment manufacturing plants in the U.S.

* * *

AMERICAN HOME LIGHTING Institute reports that distributors turned in another increase of 20.9% for March this year over total for March 1959.

* * *

THE NAME OF SOLA ELECTRIC (Canada) Ltd., subsidiary of Basic Products Corp., Milwaukee, Wisconsin, has been changed to Sola-Basic Products Ltd.

* * *

"DIRECTIONS IN DESIGN" is theme of 60th Annual Convention of New Jersey Chapter American Institute of Architects, and the New Jersey Society of Architects. Held at Berkeley-Carteret Hotel, Asbury Park, N. J., June 9, 10, 11.

WORDS ARE PRECISION tools, if you have a large stock of them you can do more jobs more efficiently.

* * *

WESTERN SUMMER HOME furnishings market, July 24-29, 1960, San Francisco, Western Merchandise Mart.

* * *

SAN FRANCISCO TOY & housewares show, August 7-10, 1960.

* * *

NO COLOR IS INTRINSICALLY good or bad, pleasant or unpleasant. Its appeal depends upon the hue of background and the nature of the illuminant under which it is seen concluded Dr. Harry Helson, professor of psychology, at the University of Texas. He studied 156,200 reactions from ten subjects.

* * *

SYLVANIA INTRODUCED REVOLUTIONARY integrated merchandising program for incandescent lighting based on new color-coded packaging line.

* * *

"ELECTRA CITY, U.S.A." first annual consumer electrical living show N. Y. Coliseum September 10-18, 1960.

* * *

NATIONAL ASSOCIATION OF Home Builders will hold a second — and enlarged — marketing seminar at Highland Park, Ill., June 20-22, 1960.

* * *

TO STIMULATE THE sale of commercial and industrial lighting the Cleveland Electric Illuminating Company features the 1960 "High-Light" contest. Eligible to enter are representatives of lamp manufacturers, fixture manufacturers, or electrical distributors, electrical contractors. The installation will be judged primarily on number of footcandles, all entries must meet I.E.S. minimum levels of illumination.

* * *

DESIGNER SYLVIA CHOYKE, American Institute of Decorators, has created a unique and colorful executive office setting by her use of Remington Rand Aristocrat Executive and Modular furniture units.

* * *

THE LAMP & SHADE INSTITUTE of America, 15 East 26th Street, N. Y., plans to issue A Buyers' Guide for 1961.

* * *

THE MILLER COMPANY, Meriden, Conn. (Lighting by Miller) has appointed Perkins Bros. Sales Co., 1411 Classen Blvd., Oklahoma City, Oklahoma, as sales agents.

* * *

CALLED "THE RIGHT ANGLE method," a new line of slotted angle steel framing for suspension and structural support of electrical installations — marketed by Steel City Electric Co., Pittsburgh 33, Pa.

* * *

GETS-A-LITE COMPANY, 3865 North Milwaukee Ave., Chicago 41, Ill., has developed an ingenious, slip-on guard which positively prevents fluorescent lamps from falling from their sockets.

* * *

CUTLER-HAMMER INC., 315 N. 12 Street, Milwaukee, Wisc., has combined style color and a host of new design features in a completely new line of circuit breakers which brings added bonus of convenience to modern "housepower" protection.

Split-second communication facilities distinguish the offices of the Continental Grain Company at Two Broadway, New York. Not only speedy interoffice communication, but instant contact with grain exchanges and with ships at sea are assured by special telephone, electronic and automation devices.

Basic in the lighting approach was that lighting was designed and specified to immediately draw the eye to a particular area where this was essential. For example, the luminous ceiling in the reception room on the 25th floor carries the eye to the company entrance the moment the elevator doors are opened to discharge passengers.

In the trading room, nerve center of operations, the lighting fixtures recessed in the ceiling are equipped with special louvers providing 60 foot candles on desk tops, but preventing reflected glare from the quotation board.

Unusual Ceiling Treatment

The main board room has an unusual ceiling treatment that combines luminous ceiling with wood plank. The floor has wood under the table with carpet only at the

front, facilitating the moving of chairs. The luminous ceiling above the conference table terminates at the front entrance and is carried on in wood. The effect of the entire arrangement is to reduce the scale of the front area and to create a greater intimacy of atmosphere for small meetings and private calls.

The precast marble floor in the reception room on the 24th Floor makes an interesting contrast with the warmth of the cherry wood used in the furniture. The reception room on the 25th Floor has smoky glass partitions to screen the waiting area and walnut woven screen to insure privacy from passersby in the elevator lobby and corridor.

A feeling of quiet, airy elegance is achieved in the private dining room. The wood ceiling with recessed spotlights balances with window-walls, one covered with sheer drapery and the other with Venetian blinds. Doors are of milk glass, and the table and surrounding arm chairs are of rich walnut.

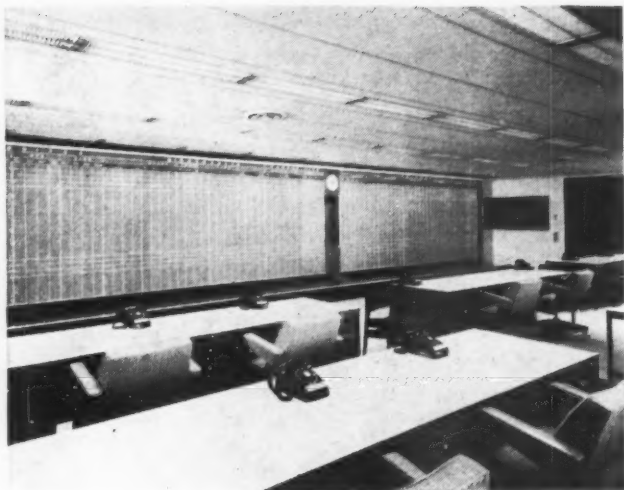
Combination of Light and Comfort

Designs for Business Inc. has shown an unusually

Light For Split-Second Seeing

Brightly-lighted reception room on 24th floor, seen through wire glass wall, draws visitors to company quarters without delay. Dome fixture by Lightolier; downlights by Century Lighting, Inc.

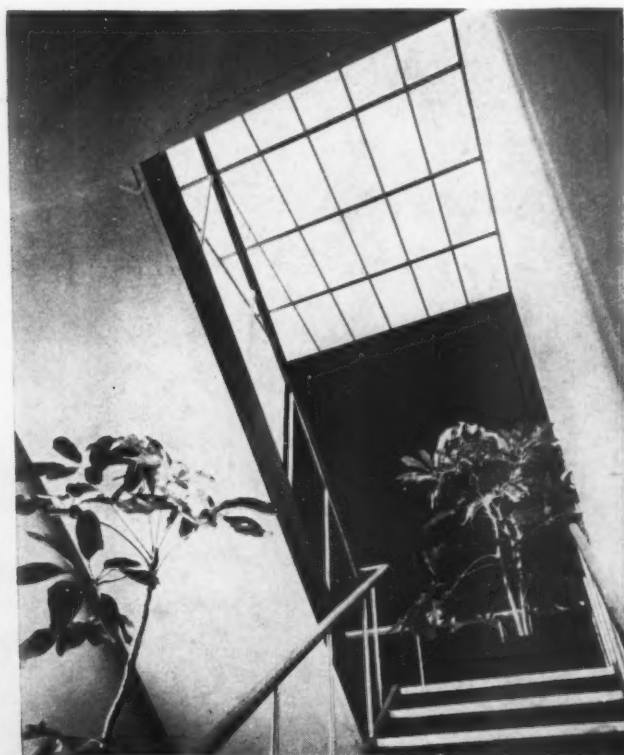




Trading room, nerve center of the new main headquarters of Continental Grain Co., planned and designed by Designs for Business, Inc., New York. Special ceiling fixtures, by Century Lighting, Inc., New York, louvered to prevent reflected glare from quotation board, furnish 60 footcandles on double desks which have white Formica top to minimize contrast with paper. Magnetic chalk quotation board with concealed tickers and beneath black rubber platform.



Main board room. Unusual ceiling treatment of wood plank and luminous ceiling. Used here to psychologically reduce scale and apparent size of front area for small, intimate meetings.



appreciative grasp of our changing times in their planning and designing of the various offices and centers of activity in the Continental Grain Company's new headquarters. They have been ably assisted by the lighting manufacturers whose names are given below. But their greatest contribution has been to recognize the over-all effect of an imaginative combination of light, color and comfort. Rugs, floors, draperies and furniture have been used to supplement the lighting. No opportunity for the introduction of dramatic accents has been overlooked.

We used to employ the word drama when we meant some form of art like a theatrical production. But as lighting has increased the possibilities of making a suite of offices or a building indicative of its purpose, architecture has taken bold steps forward into the realm of showmanship. More and more lighting will lead in accomplishing this purpose.

Continental Grain, which is one of the first tenants to occupy space in Number Two Broadway, no doubt was influenced in its choice by the gigantic and dramatic curtain wall structure as it towers above surrounding buildings. (Architect's rendering of this new skyscraper was published in the November issue of *LIGHTING*.)

Credits

Following are the lighting manufacturers, all of New York, who collaborated with the designers in the development of the special lighting equipment: Century—Louver lighting in Trading Room; Lightolier Luminous Ceilings in 25th Floor Reception Room, Private Interconnecting Stairway, Board Room; Lightolier Incandescent Downlights in Dining Room; Lightolier Downlights and Dome in 24th Floor Reception Room; Also single dome by Lightolier in Executive Office.



Private dining room. Wood ceiling with recessed spotlights balances with semi-sheer drapery, the other with Venetian blinds. Doors of milk glass repeat feeling of quiet, airy elegance.



Far left: Interconnecting stairway. Luminous ceiling & black felt wall.

left: One executive office, single dome fixture. Table desk with storage facilities.



Fluorescent-Incandescent Lighting



(top)—Appearance was not neglected when the lighting was designed for the Mid-State Mall store of the J. J. Newberry Company. A pleasing symmetrical pattern was achieved with Westinghouse surface-mounted luminaires.

(bottom)—Sixty foot-candles of general lighting in Mid-State Mall store of the J. J. Newberry Company makes merchandise attractive and easy to appraise. The attention of customers is directed to bright, crisp displays. Shielded fluorescent fixtures supplied by the Westinghouse Electric Corporation provide most of the illumination.

Enhances Appearance of Merchandise

The J. J. Newberry Company is using both fluorescent and incandescent lighting in their Mid-State Mall store at East Brunswick, N. J. The combination of light sources provides 60 foot-candles of illumination for the attractive display of merchandise.

For high efficiency, fluorescent equipment is the major light source, accounting for 50 foot-candles. Another 10 foot-candles of incandescent light gives merchandise displays some sparkle and glitter and the red component in the incandescent light softens the white fluorescent light. All light sources are shielded to eliminate distracting glare.

Surface-mounted Mainliner luminaires, four feet square, were supplied by the Westinghouse Electric Corporation. The fixtures, each with metal louvers and six 40-watt, cool white, fluorescent lamps, are attached to the ceiling of the Newberry store and provide most of the fluorescent light. In some departments, single-lamp, 40-watt fluorescent strips illuminate sales messages and wall displays. The incandescent lighting consists of adjustable ceiling-mounted "bullet" luminaires, each with a 150-watt, inside-frosted lamp.

Lighting for the 30,000-square-foot Mid-State Mall store was planned by the J. J. Newberry Company construction department, New York, N. Y.

Ceilings Increase Efficiency

Production and Customers Up

Every hour of the working day, and nighttime too, this Gratelite Louver Diffuser* Electric Ceiling is hard at work for the First National Bank, Moorhead, Minnesota.

Over 1900 square feet of scintillating, Gratelite provides 70 footcandles of enchanting light.

Gratelite panels, mounted in time-proven Guth Una-Tee suspension system, with Guth Super Strip lights mounted above, assure high intensity, low brightness lighting to assist and simplify each employee's job. And, Gratelites creates a lighting atmosphere that pleases and facilitates each customer's business transaction.

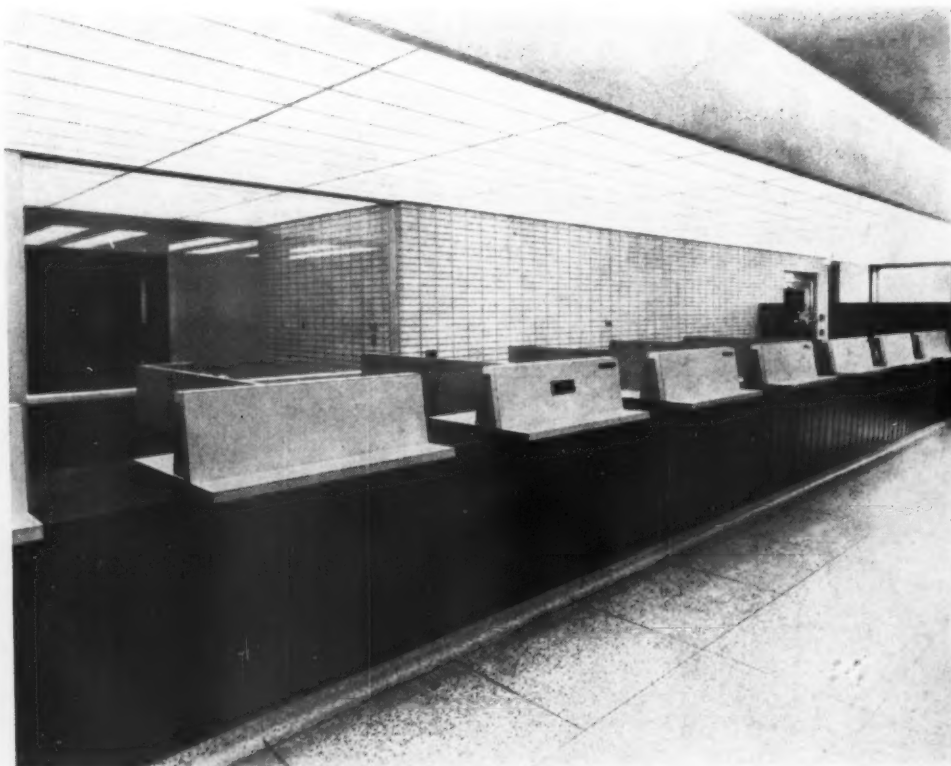
And for extra beauty, the 16" x 48" Gratelite module creates a complementary decor in harmony with the patterned brick wall.

'Tis no wonder that both the bank officials and the architects are happy.

*© T. M., U. S. Pat. No. 2,745,001, Can. Patd. 1957 #538,245
THE EDWIN F. GUTH COMPANY, ST. LOUIS 3, MISSOURI

CREDITS

Architects: Seifert and Staszko Associates, Fargo, North Dakota
Consulting Engineer: Avery Doeling, Fargo, North Dakota
Electrical Contractor: Dakota Electric Const. Co., Fargo, North Dakota
Guth Distributor: Dakota Electric Supply Co., Fargo, North Dakota
Guth Representative: H. F. Strehlow, St. Paul, Minnesota



AN UNUSUAL COMBINATION



CHANDELIER IN CHILDREN'S CLOTHING (lower level)
The striking chandelier in the Children's Clothing department, on the lower level, is metal, lacquered charcoal with frosted globes by Charles Winston. Note simulated cut-out picket fence—hob nail American in effect.

A good designer can work in any field, says the firm of Braswell-Cook, Associates, A.I.D., and to prove their point they successfully combine contract interior designing, packaging and promotion, and lay-outs for advertising and booklets. This makes for a hectic life but a challenging one, and these two young designers delight in meeting such a challenge.

The name of Joseph Braswell is well known in the field of interior design, and his murals for hotels, restaurants and private residences are particularly admired. He was formerly with Joseph Platt and later Melanine Kahane.

Inman Cook, more familiarly known as "Dusty" cook, was associated with Alfred Auerbach as art director, and also worked with Cabin Crafts in the same capacity. His promotions and displays have always been notable for their freshness of outlook and originality.

Their refusal to rest upon acquired laurels and willingness to investigate new fields has led to their modern and workmanlike offices at 203 East 49th Street, New York City, where they work out their ideas and carry on their business with a compact and versatile staff.

Typical of their versatility is their work for the new Woodward and Lothrop Wheaton Plaza store, in Wheaton, Maryland. Realizing one facet of today's big trend to the American theme, they have used the simple dignity of the Georgian period as their keynote. The whole design concept keeps within this framework, from the architectural details of columns and murals right down to accessories and furnishings such as chandeliers, paintings, and antiques. On the first floor the color scheme of subtle red, white and blue points up the period, while the use of stainless steel, vinyl, wormy chestnut and colored glass show that modern materials can combine beautifully with an

authentic period atmosphere. This same concept carries through to the second floor, but with a change of color: Georgian gold with accents of black. On the lower level the same Georgian theme is evident, but in keeping with its more youthful clientele, clear pastels have been used.

Other recent interiors of interest designed by the team of Braswell-Cook are the lobby and new bedrooms for the Berkshire Hotel in New York and the Bergdorf Goodman beauty salon in New York. In Epstein's store in Morristown, New Jersey, they have designed the shoe salon and children's department.

CREDITS

LIGHTING FIXTURES: Custom Chandeliers and light fixtures by Charles J. Winston

CARPETING (throughout): Bigelow-Sanford Carpet Co., Inc.

VINYL FLOORING: Amtico

APPLIED DECOR: Fabricated by Bliss Display Corp.

WALL COVERINGS: Larsen's Naugahyde, ViciTex, Gilford Leather, and Woolsuede by The Felters Co.

FURNITURE: Janet Rosenblum, Inc., Molla, J. G. Furniture Co., Joseph Giannola, Knoll Furniture, Baker, and Miracle Americana

ANTIQUE ACCESSORIES: Rose Mildwoff, Herbert Lanning

FABRICS: Fortuny, F. Schumacher, Patterson Fabrics, Jofa, Adams and Froelich Leather Co., and Gilford Leather Co.

MERCHANDISE FIXTURES: Hermsdorf Fixture Manufacturing Co., Display Center Inc., Frederick Weinberg, and Columbus Show Case Corp.



Opening night at the 15th Annual Exhibit of Advertising and Editorial Art in Los Angeles was a gala occasion, attended by famed artists from all over the United States. Despite the impressive displays, the refreshment tables seemed to be among the chief attractions.

From the standpoint of artistic achievement, the most important event of the year, to commercial artists and designers from Chicago to the Pacific, is the Annual Exhibition of Advertising and Editorial Art—and it is an accolade to be selected to light this dramatic show. This year, the distinction was awarded to EJS Lighting Corporation, whose 16-inch imported triplex glass Glow-Bals were used throughout the California Museum of Science and Industry in Los Angeles, at which the 15th Annual Exhibition was held.

Purpose of the competition and exhibition is to give the general public an opportunity to view the finest work produced in Western advertising and editorial art. Approximately 500 pieces—chosen from 5,000 entries submitted by top artists, photographers, designers, ad agencies, TV studios and advertisers from all states west of the Mississippi, including Hawaii and Alaska as well as Western Canada—were displayed at the exhibit. Both in number of entries and attendance, this was the second largest exhibit of its kind in the world.

The shaft of an Indian arrow was chosen by the ADLA as the Western symbol for this exhibit. Layout for the show was conceived by free-lance designer Vance Jonson, who interpreted the arrow shaft into directional signs placed on a pole 30 feet tall located near the center of the exhibit. This served as a guidepost for the entire show, and from it, viewers chose their own routes.

Entries exhibited represented the finest work of 1959 in consumer and trade advertising and editorial art, photography, TV commercials, packaging and design. These were placed on panels 4' x 8' in size, joined together to form the same triangular shape as the arrow shaft. These units organized the museum into "rooms" which dimmed the glare of the sun and protected the displays from its rays.

These wall-less "rooms", plus the all-windowed walls of the Museum itself, which is situated in Exposition Park in Los Angeles, presented a rather special lighting problem. It was necessary to select lighting which not only harmonized with the surroundings themselves, but which would provide clear, shadow-free, completely even lighting for every display.

To accomplish this purpose, the art directors—many of whom have worked with various lighting accounts and their agencies—selected the EJS 16-inch Glow-Bal. Eight of these fixtures were placed at intervals across the length of the Museum. Although the ball is a rigid stem fixture, the Museum electricians suspended each one on a 15-foot drop cord. Each cord was supported from a standard chain finial and was secured with heavy stranded picture wire. The electric cord was rip strip, and an application of black latex paint was used to cover the two wires.

Lighting

An Exhibition

Some Special Problems



Close-up of guests viewing a panel at the 15th Annual Exhibition of Advertising and Editorial Art. Arrow-shaft formation of the panels produced rather special lighting problems which were overcome by the clear, even lighting produced by the series of EJS 16-inch Glow-Bals.

Judges for the Exhibit were: From New York: Lou Dorfman, art director, CBS radio; Gene Federico, art director, Benton & Bowles, Inc.; Herb Lubalin, art director, Suddler & Hennessey. Also Ted Rand, illustrator, Graphic Studios, Seattle; John Connor, Creative Director, Cunningham & Walsh, San Francisco; Robert Blanchard, publisher, Journal of Commercial Art, Palo Alto; Norman Golin, Graphic Designer, Los Angeles.

An electronic cumulative rating device, called a Tuber Audience Meter was used to record the decisions of the judges—the first time such an aid has been used in judging an art competition.

One of the functions of the ADLA is to raise funds to award scholarships to advanced art students who, because of financial problems, are unable to continue their studies.

ADLA is a non-profit organization.

Mercury Lamps Used to Light Bank Interior

Mercury lamps are being used indoors to light teller and office areas of the Crocker-Anglo National Bank in San Francisco, Calif. An award announcing this as the most interesting lighting job in the nation was recently presented by the Illuminating Engineering Society to the two San Francisco men — Mr. Lloyd Dehrer of Buonaccorsi & Murry Engineering Company and Mr. John Epperson of Peerless Electric Company — who engineered the new lighting system.

Prior to remodeling, 500-watt incandescent lamps mounted in a 28-foot ceiling provided light for teller and office areas. Color-corrected 400-watt mercury lamps supplied by the Westinghouse Electric Corporation have now been installed in the same locations as the original incandescent lamps. Since mercury lamps have high efficiency, no additional power supplies were required. The illumination level, however, has been increased fourfold to 70 foot-candles — a lighting environment conducive to greater speed and accuracy.

Scaffolding was needed every four months to maintain the incandescent lamps, but the long life of mercury lamps will allow a three-year relamping cycle.

Fluorescent lighting mounted in a former skylight area provides adequate illumination in the central part of the room for the bank's customers. Incandescent lamps are used in floor-mounted standards and in column urns to enhance the classic architectural design of the ceiling and for an added impression of warmth.

Milton T. Pflueger of San Francisco was the architect responsible for the basic lighting and fixture design.

Color-corrected mercury lamps are mounted in the ceiling of the Crocker-Anglo Bank in San Francisco. Fluorescent lighting provides illumination for the central area of the bank, and incandescent lighting mounted in column urns gives added warmth to the room.





Check-in counter at Chicago's O'Hare Field features 120 footcandles of brightness. Diffusers extruded of Monsanto Chemical Company's permatone polystyrene.

O'Hare Field Terminal Brightly Lit

Thin lines of new all-plastic luminaires help create the bright and neat appearance of United Air Lines terminal at O'Hare Field, Chicago. The lobby area is lighted by 430 40-watt, 2-lamp luminaires at a height of 14 feet, which produce 60 footcandles of illumination. Fifty 40-watt 4-lamp units, at a height of eight feet, illuminate the check-in counter with 120 footcandles. The slim, modern appearance of the luminaires, with an overall depth of only 3-11/16 inches, is enhanced by the absence of visible fasteners and the non-formula curves used in their design. Installation costs of these economical luminaires are reduced by snap-in design of intermediates, decorative ends and diffusers, permitting the assembly of these components without the use of tools. The new luminaires are believed to be the first use of all-plastic end caps and wrap-around diffusers. They are the first in a new series called the Designer Group manufactured by Curtis-AllBrite Lighting, Inc., Chicago. Diffuser is extruded of Monsanto Chemical Company's light-stable permatone polystyrene, either translucent or clear, by Sandee Manufacturing Company, Chicago. Other parts are injection molded of Monsanto's opaque white Lustrex Hi-test 88 polystyrene by Mid-States Plastics, Chicago. The architect was Ralph Stoetzel, and the contractor, W. J. O'Brien Electric Company, Inc., both of Chicago.

**AIRPORT
TERMINAL LIGHTING**

Leased Lighting—An Innovation

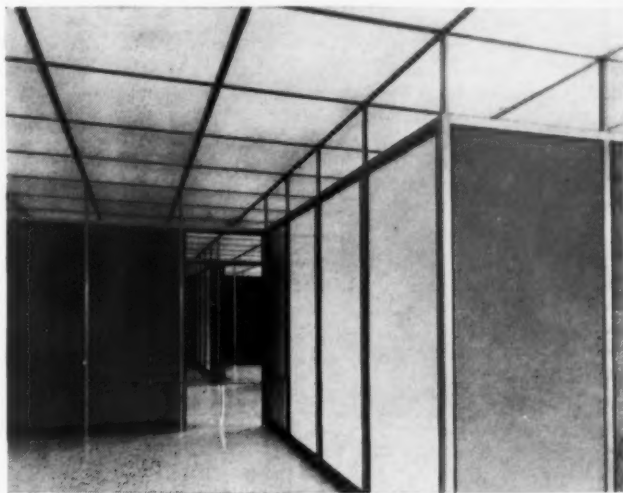
Smithcraft and General Electric Credit Corporation are announcing a new nation-wide leasing plan by which modern fluorescent lighting can be installed in old or new buildings on a five-year rental or time-payment basis. The plan, called SMITHCRAFT LEASE-LIGHT*, permits owners or tenants in the United States and Canada to rent or finance lighting modernization, or new construction, while freeing working capital for other uses. The total contract price can be as low as \$1,250 with or without installation costs. There is no upper limit.

Smithcraft's Vice-President of Marketing, George T. Wood, in commenting on the plan, said "Smithcraft had to cut through a maze of red tape to set up the plan to fit our normal distribution channels. We sign a contract directly with the user while permitting him to choose his own electrical contractor. Payments by the user are made to General Electric Credit Corporation. Smithcraft pays the distributor and contractor. We think that this plan will open a substantial new market in the relighting and new construction fields wherever there is a shortage of working capital. Users can now save their capital to reinvest profitably in their business while getting the benefits of the best of modern lighting."

The Smithcraft Lease-Light* Plan has been described as an important step forward in the current business trend toward economical rental financing. By making modern fluorescent illumination available under a lease agreement, Smithcraft Corporation recognizes the growing philosophy among business firms that the true value of equipment lies primarily in its use and the benefits derived from its use, rather than only its market value.

While preserving liquid working capital, the Smithcraft Lease-Light* Plan offers several other benefits to building owners, tenants and institutions. With Lease-Lighting*, normal borrowing capacity remains undisturbed. Also, installation costs may be included in the leased package. And, under the Smithcraft Lease-Light* Plan, the lessee is protected against inflation and obsolescence of equipment.

Another factor in favor of the Smithcraft Lease-Light* Plan is the growing realization among owners and tenants that well-designed fluorescent lighting equipment is an indispensable part of modernization. Time and time again, in virtually every type of installation, comfortable, pleasing, fluorescent illumination has played an important part in increasing sales, boosting morale and worker efficiency and increasing overall profits.



For instance, in modern offices, comfortable glare-free illumination is necessary to attract skillful office and executive personnel. Visual environment has proven to be a major factor in the efficiency and productivity of office workers.



Large shopping centers, department stores, specialty shops and markets recognize the profit potential in comfortable modern illumination. Good lighting attracts new customers, increases sales, increases attractiveness and prestige and speeds up sales traffic.



In factories, good lighting has a direct bearing on increased productivity, better workmanship, increased employee morale and safety. As an example, an aircraft assembly plant recently found that, after installation of high-level fluorescent illumination, rejects dropped drastically, with an average saving of \$2,500 per day.

* Registered Mark Smithcraft Corporation.

For these reasons, the Smithcraft Lease-Light* Plan offers building owners and tenants multiple savings. On the contractor and distributor level, the Smithcraft Lease-Light* Plan offers an opportunity to generate new jobs in the modernization and relighting markets and increases the demand for higher quality lighting equipment. Further information, including a detailed brochure, on the Smithcraft Lease-Light* Plan, is available from Smithcraft Corporation, Chelsea 50, Massachusetts.

Nation's First 'Total Electric Gold Medallion Home' Built In Tampa, Florida

Completion of the nation's first custom-designed Total Electric Gold Medallion Home has been announced by the Tampa Electric Company and Westinghouse Electric Corporation. The home is the first of sixteen Total Electric Homes specially commissioned by Westinghouse to illustrate a new approach to residential living—an environment in which electricity provides the home owner with year-around 'climate' control as well as the illumination, entertainment, and all the other services and functions in and around the home. It is part of a program initiated by Westinghouse and cosponsored with utilities throughout the country such as Tampa Electric.

Westinghouse is investing more than \$3,000,000 in a public information program during 1960 to show that Total Electric Gold Medallion Homes can be built in any style, size, price range, or geographic location. The current program is based on sixteen homes specifically designed for electric living by a team of America's

leading architects. The Tampa home was designed by architect, George Matsumoto, Raleigh, N. C., and has a controlled environment on a year-around basis through the use of Westinghouse air conditioning and baseboard heating units.

"This current program started last year," according to John G. Adams, regional Westinghouse Total Electric Home manager, "when Westinghouse called together architects from different parts of the country and commissioned them to design Total Electric Homes for all needs—new home makers, the larger family, the family wanting a 'second home' on a resort location, the higher income family or the couple who have now raised their children and want a home designed for their present requirements."

The unusually flexible floor plan of the three bedroom Tampa home combines open spaciousness of 1100 square feet of living space with a high degree of privacy for family members. The street side of the house

is "closed" while the back portion opens onto a private living yard for outdoor recreation.

Architect Matsumoto has planned the rectangular home with a central living-dining space and all other rooms opening off of it for flexible use of areas, maximum ventilation, and full use of space. The three bedrooms and L-shaped kitchen occupy the four corners of the home. Each of these adjoins one of the two compartmented bathrooms.

Room air conditioners, built into the outside walls and integrated into the over-all design, will provide individual room temperature control. Baseboard electric heating units will give the same kind of flexibility for comfort during cool weather. The home is designed for minimum losses of heat during the winter and minimum heat gains in the summer. The roof has a wide overhang for protection from the sun and weather.

The home was built by Michaelson Construction Company of Tampa and will be open daily for inspection by the public.



Certified Lighting Consultants of Cleveland elect new officers, retain former President Rothenberg as chief advisor. Standing in the model home area of the Home & Flower Show (1960) are (left to right) Harry Rothenberg, Timely Lighting; Joseph R. Bajec, The Illuminating Company; Robert Gandal, Midland Electric; Gene Shannon, Federal Lighting Corp. The people here represent a few of the Certified Lighting Consultants who helped with the lighting design of the Futuristic Model Home.

Lighting Consultants of Cleveland

The Certified Lighting Consultants of Cleveland Board of Directors elected their first slate of permanent officers last month. They are: Robert Gandal, President; Carl Apicella, Vice President; J. B. Brown, Treasurer; Rudy Takacs, Correspondence Secretary; Ralph Hodges, Recording Secretary.

Harry Rothenberg, past president and one of the prime originators of the group, will continue as a chief advisor to the board. Each of the officers will serve a term of two years.

The Certified Lighting Consultants organization was formed by a nucleus of persons graduated from the first class of the Academy of Lighting Arts, a residential lighting course, in 1959. Since the first class graduated, there have been many graduates of subsequent classes joining the organization. The present total membership is 60 consultants in Cleveland.

The membership is comprised of Electrical Contractors, Home Builders, Architects, Interior Designers, Remodelers, and Manufacturers, Distributors, and Retailers in the lighting business. The Certified Lighting Consultants meet the last Wednesday of every month.

They are seeking to form a national headquarters for all the Certified Lighting Consultants organizations throughout the country.

For more information, please write Robert Gandal, 2125 Superior Ave., Cleveland, Ohio—or Harry Rothenberg, 4501 Perkins Ave., Cleveland, Ohio.



Hub of the activities was the conference booth center. Top row (l to r) Mr. Wrye, general sales Mgr. JOHN C. VIRDEN Company talks to E. S. Jackson, vice president Sou. Supply Co., Jackson, Tennessee and Mr. W. C. Wallis of the same company. Jack Reley, VIRDEN regional sales manager of Dallas chats with M. F. Baldwin, publisher Southwestern Electrical. Mr. W. Loebelson, vice president LIGHTOLIER, Mr. Jerome Gross, ELGEE Electric Co., Columbus, Ohio and Bob Levenstein, manager architectural lighting LIGHTOLIER. In the National Wiring Bureau booth Mr. Andrew H. Corman of that agency talked to Mr. C. W. Higbee, KAISER Aluminum Corporation. (Mr. Higbee is chairman of the NEMA wiring promotion committee). Miss Frances Armin of the National Wiring Bureau looked on. Center row, (l to r): Mr. Ted Cox, managing director AMERICAN HOME LIGHTING INSTITUTE discusses merits of the institute with Mr. Will Turner, vice president marketing PROGRESS Mfg. Co. In the EJS booth Gerry Daman, and James I. Schwarz both of EJS. Mr. Neal Gallagher, general mgr. WESTERN EXTRA LITE CORP. and Mr. E. Allen Lea, vice president sales THOMAS INDUSTRIES. Mr. Jack Goldberg, president JAY LIGHTING stopped at the LIGHTING Magazine booth and is seen here with Vera Dillard. Mr. Al Grossman, western div. sales mgr. BERNIS AIR KING CORP. was pleased with the conference. Bottom, (l to r) Mr. Childers LIGHTING PRODUCTS Dallas District representative chats with Mr. Harold A. Glass, executive vice president LIGHTING PRODUCTS, Highland Park, Ill. In the EDWIN F. GUTH Co. booth assembled were Sy Shemitz, C. S. Mersick Elec. Supply Co., West Haven, Conn., and Richard Jones, Guth representative; seated Russ Viehman, advertising manager and Mr. Fred E. Guth, chairman of the board GUTH Co. with Gene Woodall, Dallas Guth representative. Mr. E. Allen Lea, THOMAS INDUSTRIES, Mr. Keeler, Rumsey Electric Co. industrial sales manager and Mr. & Mrs. T. W. Lauer (Asst. V. P.) Rumsey Electric Co. Mrs. Charles B. Johnson, Robertson Supply Co., Alliance, Ohio; and Joan Chrismer (whose husband is Div. Manager of Benjamin Electric Co.).

NAED 52nd Convention Highlights

Some Candid Views and Impressions

The National Association of Electrical Distributors (NAED) has just concluded a very successful conference in Dallas, Texas. This 52nd Annual Convention of the National Association of Electrical Distributors picked up its worthwhile theme "LET'S MAKE SOME MONEY" from last year's Chicago meeting. What better theme to have . . . what better purpose than . . . Let's Make Some Money!!! Why fight success???

Said the NAED "the firm that makes money benefits the American public and the national economy. Unless a firm can make a reasonable profit, it cannot keep pace in

rendering an efficient, needed service that benefits everyone."

A record number of almost 3000 members, their manufacturers and guests, attended the conference. NAED, founded in 1908, is one of the oldest and largest hard goods trade groups in the country. It is the only national trade group serving the electrical wholesale distribution industry and the exclusive interests of the distributors of electrical goods. The Association is composed of over 1,100 full-functioning wholesale distributors.

—Continued on page 38

Conference Sessions, Panel Discussions, etc.

The conference booth center, where every supplier met his distributors, was the hub of activity. The highly successful sessions were well attended by members and guests alike. General interest topics, included an address by F. J. Close, Aluminum Co. of America—entitled "Creative Selling is Everybody's Business."

"Mac Says . . ." an address by N. J. MacDonald, president NEMA.

Mr. Walter P. Cronkite, CBS News Correspondent spoke about "Television and Politics—1960."

"Target—1960" was Mr. Harold Webster's address. Mr. Webster is president National Electrical Contractors Assn.

Mr. Maurice L. Lipsich, vice president, Dormeyer Corporation, chose the title "And Another Thing. . ."

"Let's Swap Marketing Ideas" was the name of a series of panel discussions for members only.

N.A.E.D. Election of Board of Governors

Members of the Board of Governors of the National Association of Electrical Distributors were elected during special zone meetings held in conjunction with the Association's 52nd Annual National Convention.

The NAED Board of Governors for the next two years will include the following executives of wholesale electrical distribution companies:

Zone 1—John M. Newton, Jr., Oakes Electrical Supply Co., 8 Commercial St., Holyoke, Mass. (Re-elected);

Zone 2—John H. Woolley, L. A. Wolley, Inc., 75-77 Ellicott St., Buffalo, New York, (Elected);

Zone 3—A. J. Musser, Dauphin Electrical Supplies Co., 825 Paxton St., Harrisburg, Pa. (Elected);

Zone 4—Julius W. Harwell, Tennessee Valley Elec. Supply Co., Sixth Ave. & Clark Pl., Nashville, Tenn. (Re-elected);

Zone 5—Phillip B. Leff, The H. Leff Electric Co., 2341 Payne Ave., Cleveland, Ohio (Elected);

Zone 6—Robert R. David, Ralph David, Inc. Fifth & High Sts., Logansport, Indiana (Elected);

Zone 7—Russell Peck, American Electric Company, 116 No. Fourth St., St. Joseph, Mo. (Re-Elected).

Zone 8—Scott S. Skinner, Corpus Christi Electric Co., Port Site, Corpus Christi, Texas (Re-Elected).

Awards Breakfast

The third annual Thomas Industries Sales Achievement Awards for outstanding lighting fixture sales were presented to a record number of winners during the National Association of Electrical Distributors convention in Dallas.

A total of 115 electrical distributors received the 1959 awards



L-R: G. N. Colwill, general inside construction sales manager for Graybar; R. B. Sayre, vice president, Graybar; John G. Beam, executive vice president, Thomas Industries Inc.; and W. E. Henges, president, Graybar.

at a special Thomas-awards breakfast. They were presented by the Moe Light and Benjamin divisions of Thomas Industries Inc., Louisville, Ky.

In making the awards, John G. Beam, executive vice president, predicted 1960 would be an even more fruitful year for the electrical industry than 1959.

Said Beam: "The expected reduction of housing starts this year and the tight money situation will be more than offset by the tremendous awakening of interest in better lighting. It is now widely recognized that higher lighting levels more than pay for themselves in plant and office efficiency, just as better lighting in the home means happier, healthier living."

The result, said Beam, will be an increase in lighting fixture sales for replacement installation and a higher per-unit volume of fixture sales for residential, commercial and industrial buildings.

Beam said new products also will play a major role in lighting fixture sales in 1960, adding that new product activity at Thomas Industries "has been developed to the point that development and introduction of new lines and products is continuous."

Assisting Beam in the presentation of Sales Achievement Award plaques were E. Allen Lea and Art Swedenborg, sales managers of the Moe Light and Benjamin divisions, respectively.



L-R: A. E. Eggers, advertising manager, Moe Light division, Thomas Industries Inc.; A. J. Crocker, Advance Electric Supply, Flint, Michigan.

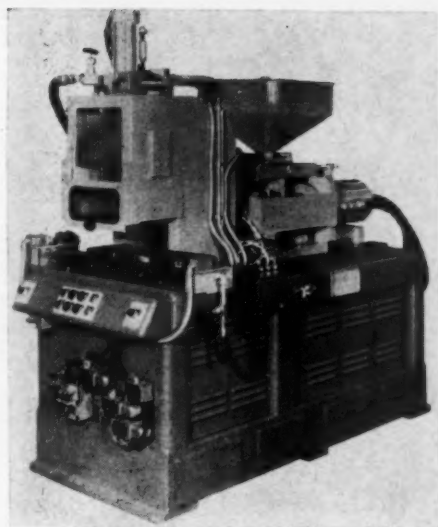


A scene from one of the many cocktail parties.

Electrical Wholesale Distribution Firms Elected to NAED Membership

Five full-functioning electrical wholesale distributors were recently elected to membership in the National Association of Electrical Distributors. They are:

Interstate Electric Supply Co., 29 South 35th St., Council Bluffs, Iowa; Independent Electric Co., 629 W. Laketon St., Muskegon, Mich.; San Joaquin Wholesale Electric Co., 1701 30th St., Bakersfield, Calif.; Valley Electric Company of Sacramento, 1831 18th St., Sacramento, Calif.; and Valley Electric Company of Stockton, 945 E. Lindsay St., Stockton, Calif.



Heavy Duty Electrical Cord Plugs and Insert Molding 500 An Hour and Up

The Moslo Machinery Company announces a new Plastic Injection Molding Machine designed to produce heavy duty electrical cord plugs, axial switches, condensers, wiring harnesses, strain reliefs, grommets and other parts requiring inserts. The new machine has a mold capacity of from 4 to 6 ounces.

New features on the machine permit insert moulding with only one operator. The Model 12 "Duplimatic" has a longer table shift and the elimination of the center tie-bar provides the operator unobstructed access to the mold cavities. An extended table shift puts the loading stations completely outboard of the "C" frame clamp assembly. The two-station shifting table incorporates a hydraulic slow-down device, cushioning the table travel at both ends of the stroke, for quieter, smoother operation with reduced wear.

A new and simplified part ejector system allows greater flexibility in mold design and increased variations in cavity sizes.

New machine cycle sequence offers increased production. The mold clamps are open at the beginning and end of each cycle. This allows the operator to observe the mold in the most critical stages of the cycle. This is particularly important in insert molding.

Hydraulic valves are gasket mounted to the hydraulic manifold, eliminating many heretofore troublesome tubes and fittings. Manifold and piping system utilizes hydraulic straight threads to minimize leaks.

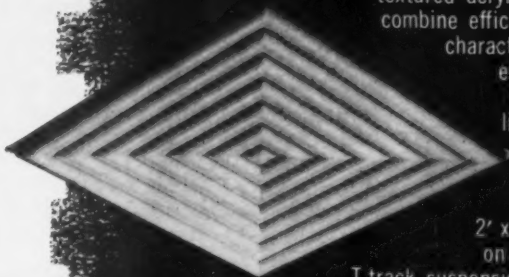
The Cylinder, Feed and Hopper Assembly incorporates a new UNITIZED construction. The entire assembly can easily be removed, greatly reducing down time. A new high capacity spreader type cylinder is made of beryllium copper. New tubular type cylinder heaters feature uniform heat distribution and simplified replacement.

The self-compensating Feed Mechanism includes a large 75 lb. capacity aluminum hopper. A built-in water cooling system for the injection piston and feed sleeve prevents sticking and keeps the Feed Mechanism cool.

Complete literature is available, write the Moslo Machinery Company, 2441 Prospect Avenue, Cleveland 15, Ohio.

ACRILUME SOUND-ABSORBING LIGHTING DIFFUSERS

New architectural concepts utilizing sculptured decorative designs for luminous ceilings and other lighting applications are now possible with Acrilume Lighting Diffusers. These pre-formed diffusers of rich, textured acrylic composite combine efficient acoustic characteristics with excellent light diffusion and light stability.



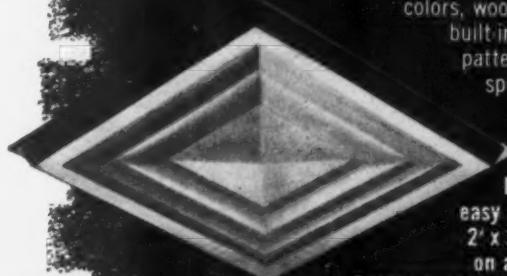
2' x 2' — Install
on any inverted

- T-track suspension system
- Other sizes available on special order
- Hi-impact strength — won't crack or break
- Completely washable
- No destaticizing required

comfort takes a NEW form CONTREX SCULPTURED ACOUSTIC PANELS!

CUSHIONALL OPAQUE ACOUSTIC PANELS

A multitude of original designs in acoustic ceilings and other applications are made possible by Cushionall Acoustic Panels, available in sculptured decorative designs, colors, woodgrains and built-in color style patterns to your specifications.



Lightweight,
easy to handle •
2' x 2' — Install
on any inverted

- T track suspension system
- Other sizes available on special order
- Strong and durable
- won't chip or break
- Completely washable
- Never needs painting or special cleaning

CONTREX

See our catalog
in Sweet's
Architectural file,
or write to
Contrex for
full information.

Developed for Contrex
by Bolt, Beranek and Newman

● **CONTREX Company, Chelsea 50, Mass.**

L-6

I would like further information on:

- ☐ ACRILUME LIGHTING DIFFUSERS
- ☐ CUSHIONALL OPAQUE ACOUSTIC PANELS

● Name _____

● Firm _____

● Address _____

● City _____ State _____

Personnel News

Becker Promoted by Virden Lighting

Donald Becker was appointed to the position of Assistant Sales Manager, Virden Lighting Division, John C. Virden Company.

Becker, until this new assignment, was Virden Lighting's Sales Representative in Central Indiana and Illinois. He has been active in the lighting industry for the past 11 years.

Elect Directors and Officers

The stockholders of Albert Kahn Associated Architects and Engineers, Inc., re-elected their seven-man Board of Directors for the ensuing year. The Board members include: Geo. H. Miehl, Sol King, Sheldon Marston, G. K. Scrymgeour, R. E. Linton, and G. S. Whittaker and V. C. Wagner.

Executive officers re-elected by the Directors are: Geo. H. Miehl, Chairman and Treasurer; Sol King, President; Sheldon Marston, Executive Vice President; G. K. Scrymgeour, Vice President and Secretary; R. E. Linton, G. S. Whittaker, V. C. Wagner, and Saul Saulson, Vice Presidents.

Appointed Manager of New York Sales Office

J. K. Storkman has been appointed to serve as manager of the New York sales office of American Nickeloid Company, of Peru, Illinois. Mr. Storkman has been associated for 19 years with this firm, which manufactures a line of pre-plated metals in coils and sheets in its mills at Walnutport, Pa. and Peru, Illinois.

He began with the company at its general offices in Peru, Illinois, and served there in various capacities in production, sales service, advertising, and selling, beginning in 1941.

Prior to his assignment to the New York office of the company, he served as a member of the sales staff of the firm's Chicago sales office.

New Manager of Lighting Education

Appointment of Kirk M. Reid as Manager of Lighting Education for General Electric's Large Lamp Department, was announced at Nela Park by Robert V. Corning, Acting Marketing Manager.

Reid replaces Willard C. Brown, prominent internationally in lighting and engineering fields, who retires March 31 under the provisions of the company's pension program.

In his new capacity Reid will be responsible for the operation of the world-famous Lighting Institute at Nela Park, and for lighting education programs designed for various customer groups, and for technical professional and civic organizations.

A veteran of 40 years' service with General Electric, Reid joined G. E. in 1920 after receiving a degree in Electrical Engineering from Cornell University.

He served successively in plant engineering, technical writing, street, highway, sports lighting, and building flood lighting capacities. In 1957, he became supervisor of the photometric and lamp performance laboratories, and also was responsible for liaison with manufacturers of lighting equipment and lamp accessories. More recently he has been supervisor of lighting application work in the industrial, commercial and residential fields.

For his contribution to street lighting progress, Reid in 1936 received the Charles A. Coffin award, highest honor accorded by General Electric to its employees.

Reid is a Fellow of the Illuminating Engineering Society, and was its national president in 1957-58. He is a member of numerous professional and honorary societies, trade associations and business organizations.

Sancraint Named Manager, Wholesale and Utility Sales, by Westinghouse

Merrill S. Sancraint has been appointed manager of wholesale and utility sales by Westinghouse.

In his new position, Mr. Sancraint will have special responsibility for lamp sales activities concerning utilities, rural electrification administration and primary wholesale distributors in the electrical and hardware fields. He will make his office at the lamp division headquarters in Bloomfield.

Elected President of Luminator

Walter F. Gips, Jr., has been elected president of Luminator, Inc., Chicago, major supplier of advanced lighting systems for all segments of the transportation industry.

Mr. Gips formerly served as vice president of Luminator. He has been associated with the company for the past ten years.

Addressed Michigan Electrical Inspectors

Nelson A. Kieb, Associate and Assistant Chief Electrical Engineer, Albert Kahn Associated Architects and Engineers, Inc., Detroit, participated in the third all-state conference of the Michigan Electrical Inspectors to be held in the Kellogg Center, Michigan State University, East Lansing, on May 13-14. The conference was sponsored by the Michigan Chapter—Western Section—of the International Association of Electrical Inspectors in cooperation with Michigan State University.

Theme of this year's conference was "Informed Inspectors are Aggressive, Not Offensive." Mr. Kieb's talk was the opening address and devoted to "Engineering and Design Principles with Respect to Electrical Inspection."

Virden Lighting Appoints New Western Manager

Robert W. Tench is the new Western Manager for the Virden Lighting Division, John C. Virden Co., Cleveland, Ohio. In his new position, Tench will head Virden Lighting Sales, Service and Manufacturing functions in the states of California, Arizona, and Nevada.

Tench assumed his new duties April 1. Offices are located in the new plant of Virden's subsidiary company, Lighting Dynamics, Los Angeles, California. Other subsidiaries of John C. Virden include Lighting Dynamics, Dallas and John C. Virden Ltd., Toronto, Canada.

Rosen Elected Institute President

Maurice M. Rosen, president of Progress Manufacturing Company of Philadelphia, has been elected president of the American Home Lighting Institute.

The Institute, association of residential lighting fixture manufacturers and distributors, also elected two vice presidents and a managing director.

They are: Stanley A. Framburg of H. A. Framburg & Company, Chicago, and Max A. Shemer of Esty Manufacturing Co., Chicago, both vice presidents, and Ted Cox of Ted Cox Associates, Chicago, managing director.

The following members were elected to the Board of Governors: Shemer, Framburg, Alfred M. Rosenblatt of Globe Lighting Products, Max Held of Halcolite Company, Eugene Berman of Leader Lamp Mfg. Co., Edward H. R. Blitzer of Lightolier, William B. Epling of Prescolite Manufacturing Corporation, Rosen, and John C. Virden, Jr. of John C. Virden Company.

Firms Elected to NAED Membership

Five full-functioning electrical wholesale distributors were recently elected to membership in the National Association of Electrical Distributors.

THEY ARE:

Interstate Electric Supply Co., 29 South 35th St., Council Bluffs, Iowa.

C. S. Mersick Elec. Supply Corp., 135 Orange Ave., West Haven, Conn.

Splane Electric Supply Co., 439 E. Columbia St., Detroit 1, Michigan.

Osborne Electric Supply Co., Inc., 835 W. Bonanza Rd. (P. O. Box 4155-Annex) Las Vegas, Nevada—Branch House-1114 South 2nd St., Las Vegas, Nevada.

Richards Electric Supply Co., 4620 Reading Road, Cincinnati 29, Ohio.

NAED, founded in 1908, is one of the oldest and largest hard goods trade groups in the country. It is the only national trade group serving the electrical wholesale distribution industry and the exclusive interests of the distributors of electrical goods. The association is composed of close to 1,100 full-functioning wholesale electrical distributors.

Awarded Certificate of Excellence

Dr. Jerome J. Tiemann of the General Electric Research Laboratory has been awarded a Certificate of Excellence, which will be presented at the Third Annual Miniaturization Awards Dinner in New York City.

The Miniaturization Awards program is an established annual international competition designed to increase public knowledge of the accomplishments of miniaturization, and to promote research and development in this field.

The coveted award was made in recognition of Dr. Tiemann's contribution to the development of the tunnel diode to a point where it can now find widespread use as an electronic component. The tunnel diode is the latest addition to the family of semiconductor devices, which includes the transistor.

Advantages of the tunnel diodes includes its extreme insensitivity to atmospheric contamination, which makes it simpler to manufacture than the transistor. Moreover, the tunnel diode makes possible revolutionary changes in the electronic industry since the tunnel diode is capable of performing many electronic functions simultaneously. Because the tunnel diode can cut down substantially the number of parts needed in certain electrical circuits, it is a significant contribution to miniaturization in the field of electronics.

Ground Breaking For Colossal New Office Building

County and municipal officials and civic leaders joined Southern California Edison executives recently in a groundbreaking ceremony marking the start of construction of Edison's \$4,800,000 Long Beach office building.

Meeting at First Street and Long Beach Boulevard, site of the 10-story building, the group was welcomed by Edison President J. K. Horton, followed by the traditional turning of the first spadeful.

Among those attending were Chairman of the County Board of Supervisors Frank Bonelli, Supervisor Burton W. Chace, Mayor of the City of Long Beach Raymond C. Kealer, members of the City Council and mayors of neighboring communities, and various other civic leaders.

At a luncheon in the Lafayette Hotel following the groundbreaking, Harold Quinton, chairman of Edison's board of directors, was introduced by A. L. Code, Edison's Long Beach district manager and president of its Chamber of Commerce.

Quinton said the new building will be an important addition to downtown Long Beach and is a significant expression of Edison's faith in the city's continued growth and prosperity.

The contract for construction of the building was awarded in February to the Myers Brothers Construction Company, Inc., widely-known Southern California contractors. It is expected to be completed in mid-1961.

The electric power company will occupy approximately three of the ten floors. More than 60,000 square feet of fully air-conditioned office space will be available for lease by business and professional firms, according to the Associated Southern Investment Company, wholly owned Edison subsidiary which will own and lease the building.

Designed by Long Beach Architect Kenneth S. Wing, F.A.I.A., it will be ultra-modern throughout. The building will have an entrance court off Long Beach Boulevard which will be fully landscaped. The focal point of interest of this court will be a reflecting pool and fountain.

Other outstanding features will be high-intensity lighting, complete climate control through the use of a modern electric heat pump system that will cool in summer and warm in winter, and a multi-level parking facility for tenants.

In addition, the building will have a 150-seat Electric Living Center in which Edison's home economists will assist homeowners in kitchen design and demonstrate the modern features found in Medallion homes. This Center will have specially-controlled lighting and displays of major appliances.

"We cannot look around us, without being struck by the surprising variety and multiplicity of the sources of beauty and creation, produced by form or by colour, or by both united."—MacCulloch

For low-cost trouble-free assembly-specify **BERGER** Quality Lighting Products

Quick Product Checklist

- ☐ RUNNING THREAD STEEL NIPPLES
- ☐ STEEL PIPE—STANDARD SIZES OR TO YOUR ORDER
- ☐ FINIALS—ALL SHAPES AND SIZES
- ☐ PULLEY ARMS—ONE PIECE, OR TELESCOPING
- ☐ SOLID BRASS FULL ROTATION SWIVELS
- ☐ WASHERS, LOCKNUTS, SPACERS, RISERS
- ☐ NECKS, ADAPTERS, WIRE FRAME FITTING

... everything for the Lighting Mfr!

Ask your Representative or Write Today for Samples and Catalog!

B **ERGER**
MACHINE PRODUCTS

74-16 GRAND AVENUE, MASPETH (N.Y.C.), N.Y.
DEfender 5-8000

Leading Pole Manufacturers

CHOOSE *Ward*
STANDARD

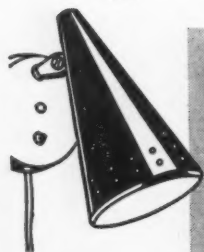
"PUSH-THRU"
SWIVELS



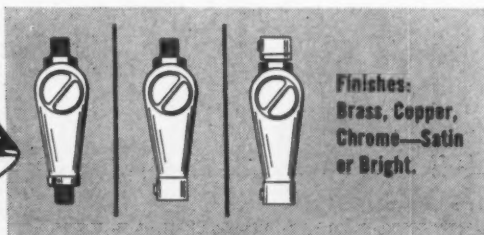
NEW DIES
OFFER GREATER
HOLDING POWER,
SMOOTHER
ACTION!

- Simple assembly
- Permanent finishes
- Smoother action
- Greater holding power
- Positive operation
- 8 models to choose from
- Versatile assembly
- If it has a **WING BUTTON**, it's a **WARD SWIVEL**.

Write for **NEW Brochure and Price List**



WARD ENGINEERING, INC.
6439 San Fernando Road, Glendale, Calif.



Finishes:
Brass, Copper,
Chrome—Satin
or Bright.

Here, There & Everywhere About People, Places & Things

by Charles Michalson



Charles Michalson

G. E. Lamp Dept., Nela Park — Have a new series of Booklets, called "Tested Life". Write them for free copies or ask your G. E. lamp representative about them. Very informative and every fixture showroom should have them on hand for good lighting ideas.

Hotel Syracuse, Syracuse, New York, building Country House Motel at Exit 36, New York Thru-way. Jack Wilder General Mgr. of Hotel Syracuse, well known hotel man will also manage Motel.

Newark Light Co., Belleville, N. J. have moved their supply department into new building and are remodeling and enlarging their fixture department in old building. Fixture department in charge of Murray Pearl, veteran lighting man.

Arthur Steinhauser, formerly with E. B. Latham, export division now president of Absco Services, Inc., 250 Fourth Ave., New York, exporters.

Salesman to Buyer: "I've been trying to see you all week. May I have an appointment?" Buyer: "Make a definite date with my secretary." Salesman! "I did and we had a wonderful time, but I still want to see you."

Stanley Wolar, White Plains, New York, recently took a two week Caribbean Cruise.

Electrical Wholesalers, Inc., 1322 Wabash Avenue, Chicago, had open house on May 6th. Very large attendance, architects, decorators and dealers. Irving Soudok was more than pleased.

Many lighting people from all over the country attended the World's Fair Trade Show, New York Coliseum, May 4th to 14th.

Rite Lighting and Fixture Co., Grand Street, New York, have purchased adjacent building and enlarging their showroom. This firm has only been in business a year and have made tremendous progress.

Paul Goldenberg, Taube Company, Philadelphia, Pa., recently returned from a two month trip to Europe and Israel where he purchased many new chandeliers which will be shown to the trade shortly.

Lighting Associates, New York, have moved from their present quarters on East 47th Street to 351 East 61st Street, New York and have more than tripled their showroom space where they will be able to show a more diversified line of lighting.

Read **LIGHTING** for all the news.

New Greene Brothers showroom—1059 Third Avenue, New York, 22—a Real Treat.

No one, but No One, has chauffeurs such as I have in Boston area—Phil Holmes, Jay Lighting; Henry Karlin, Halcolite; Ralph Spaulding, Globe Lighting; Jerry Rose, Allan Rudolph and not to forget John Donovan of Service Electric Mfg. Co.

One of the highlites of Dallas Convention was the interest shown in the showroom of Rogers Electric of Dallas. Many

Here, There, Continued

visiting firemen visited with Bill Rogers, who was indeed a warm and congenial host.

Marvin Jankelson & his wife who had spent vacation in New Orleans were at convention. Mrs. Jankelson was recovering from a leg injury and Marv certainly needed a vacation after completing the purchase of San Francisco Lighting.

Mrs. John Stollings of Electric Supply Co., Wilson, No. Car., also enjoyed the convention. Says the Champagne served on flight to Dallas got her in habit and it became an afternoon ritual which was very welcome and hubby John looked on with satisfaction. Nice people, the Stollings.

Miriam Lenny, wife of Max Lenny, Artolier rep. says her husband is hard working guy. Fresh from New York visit, Max went to N.A.E.D. Convention in Dallas, then back to Atlanta and from there to Miami—all in one sweep. Miriam, we know Max is hard worker.

The redecorated showroom of Cockrell Winniford of Dallas, Texas, was very tastefully done and our congratulations to them and best wishes for continued success.

The boys from Enzor and Martin Electric, two of Ohio's leading jobbers, can very proficiently expound on the assets and liabilities of Dallas. We also believe Phil Leff of the same state might also agree with them.

Leo Hirschberg, Grand Brass Electric & Supply, New York has just celebrated his 50th Year in the Industry, and to think I knew him when—anyway a good guy and still going strong.

"Bernie" Leviton, Vice Pres. Leviton Mfg. Co., following in footsteps of his Dad, who is a great philanthropist. He "Bernice" is also very much interested in various charities.

Have you renewed your subscription to LIGHTING?

Edwin F. Guth Co., St. Louis, after 21 years disagreement with their local union, kissed and made up and everyone seems happy.

Do you read our News Letter—up to the minute news?

Gerald Gruber, son of Helen and Sam Gruber, Everglo Lighting, Huntington, L. I. was married recently and now associated with his father in the business, which he is learning from the ground up.

Hyman Yormak, well known in fixture industry and also one of the more active members of Llemsa, passed away suddenly and was buried on May 26th. Hy as he was known by everyone is survived by a wife and three children. He will be missed.

Llemsa held election of officers for 1960-1961 May 26th and Julie Kropp was elected president and Hy Siegel, vice president. Watch LIGHTING for complete list of officers in later issue.

Read LIGHTING for all the news.

Lou Cohn, veteran lighting salesman, passed away May 20th in a St. Petersburg, Florida, Hospital. Lou retired about 15 years ago and moved to St. Petersburg. For many years he traveled for the old Riddle Co., of Toledo and in later years he was president of Parco Lighting of New York in association with Peter Parlotta. He is survived by his wife Marie and three sisters.

Wouldn't be a bit surprised if the recent earthquakes in Chile weren't the aftermath of a whirlwind European trip taken by Isidor Rosenblatt and Thelma Mudick (Globe Lighting). In 10 days they visited three countries, two Industrial Fairs and managed a delightful week-end spree in Paris. All raised eyebrows be assured—Mrs. Mudick is Mr. Rosenblatt's daughter.



**Geri, The
Geringer Gal Sez:**

**"HAT'S OFF TO
BEAUTIFUL
GERINGER
FIXTURES!"**

"I doff my hat to this unusual No. 763 pulley unit with elegant matchstick-on-fibre Coolie shade. The decorative pull knob complements the polished brass filigree crown. White vinyl full shade diffuser for soft lighting. 21" diameter with three-way bottom turn switch that controls three 60 watt bulbs. Pulley adjusts 20"-60" from ceiling. Retail about \$58.00. Also available with brass and walnut telescope arm."



THE LINE DESIGNED WITH YOU IN MIND

GERINGER

L I G H T I N G

GERINGER & SONS MFG. CORP.

Factory & Offices: Peekskill, New York

**ASK YOUR GERINGER REPRESENTATIVE
FOR YOUR SET OF GERINGER GALS**

new size
new shape
new design

MARPLEX CONE 750

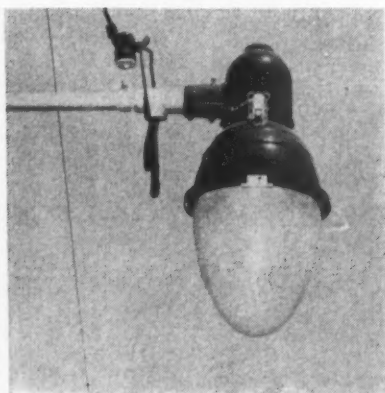
This open tip fiber glass cone eliminates the need for metal husks or other decorative end pieces. Comes in solid colors as well as in standard and special overlays. Can be used in Modern or Provincial designs.



MARPLEX CO.

348 Washington St., El Segundo, Calif.

REPRESENTED BY: Weingart & Lustig, Los Angeles 11, California • William A. Hawkins, Cleveland 13, Ohio • Kirshenbaum & Sherman, Brooklyn 22, New York • Schulte Plastic Sales & Equipment Co., Coral Gables, Florida • Richard J. Sanders, Chicago 22, Illinois • Manrique Gonzales, Havana, Cuba



Plastic Age Announces New Unbreakable Street Light Globes

Fiberglass street light globes that will not break or shatter, even when subjected to the most vicious vandalism, are now being marketed by Plastic Age Sales, Inc., Mint Canyon, California, manufacturers of reinforced and acrylic plastics for home and industry.

Developed in cooperation with a leading Southern California utility, the new fiberglass globes can save up to \$50,000 per year for city, county, or state governments in the time-consuming, costly replacement of broken street light globes. Made of a special modified polyester resin, reinforced with chopped fiberglass, the new globes will withstand without penetration—bb's, pellets and heavy rocks propelled from a

distance of less than six feet. Rifle bullets, such as .22 and .38 calibre, will penetrate the globe, but the glass fibers tend to re-seal the opening and prevent insect entry.

Light transmission qualities are excellent and the globes are not affected by temperatures in the range of -20° F to 350° F. Laboratory tests using 6000 and 10,000-lumen lamps showed no deterioration. Ultraviolet and weatherometer tests indicated a 3-5 year life with no effects from sunlight or adverse weather. Dropping the globes from a 40 foot height did not crack or shatter them.

The new globes weigh less than 1/10th that of present glass globes. Since they may be stored one inside the other without breakage, one carton of 12 units may be easily carried by one man. Storage area is reduced by 90%. Work crews are safe from broken, jagged glass edges. Pedestrian and auto damage from glass-strewn walks and streets is eliminated.

Each globe is furnished with a special neoprene gasket designed to fit a particular luminaire. Thus, with only a few globes and the proper gasket, it is possible to service all of the major types of street light luminaires. Installation is simple enough so that even unskilled work crews may handle replacements rapidly and economically.

Further information on these new fiberglass street light globes is available on request to Commercial Products Division, Plastic Age Sales, Inc., 14300 Davenport Road, Mint Canyon, California.

SAM H. LEEVE

Services for Sam H. Levee, 75, of Phoenix Arizona formerly of Chicago were held Monday, May 23rd in Chicago. Mr. Levee, died Thursday May 19th in Phoenix. He is survived by his wife, Elizabeth, and his six daughters and 17 grandchildren.

Mr. Levee was a foreman at the age of 21 and was directing crews installing lighting fixtures in the theatres in the Chicago area. He started in business shortly after World War I; manufacturing crystal sets under the name Grayland Elec. which branched off into manufacturing display fixtures, incandescent lamps and table lamps.

In the latter part of the depression, he reorganized and took the new name of Grayco Products, which is still in effect today. He was one of the pioneers in the fluorescent lighting field and started out making bodies for the assemblers in the Chicago area and later wired and made a complete line of fluorescent fixtures and custom lighting.

Ten years ago, he sold out his interest in Grayco Products and moved to Phoenix, Arizona. He opened a new Grayco Products of Arizona and became the only fluorescent manufacturer in the state. He built a new plant three years ago. The business is currently being operated by his widow, Elizabeth.

Travel On A Light Beam

by Rose Coakley

Put on a CIL workshop at the *Northern States Power Company* at Eau Claire, Wisconsin and I also fulfilled a promise made months ago to talk to the homemakers Club there.

* * *

Spent a week in the New York City area for many reasons:

To speak to the New York Residence Lighting Forum. Had dinner later with Lillian Eddy, G. E. Lamp Division; Virginia Skinner of Long Island Light and Power and Dorothy Reis, decorator and program chairman.

Also visited Norman and Henry Krug, of Reliable Electric in Newark, at their new headquarters with a unique showroom. They invited electrical contractors, builders and decorators for a pre-pre opening and ask me to speak to them.

Joe Siegel and Dan Greenfield will handle the showroom. (Dan took first prize for his residence lighting entry in the IES Applied Lighting Contest.)

Ken Huck, Electrical Engineer for Reliable, deserves a lot of credit for his thorough planning of this big new plant.

Saw a lot of decorator and magazine friends while in New York and enjoyed myself thoroughly.

* * *

April 26, I gave an IES talk to the Residence Lighting Forum of Corpus Christi. We had a lot of fun with lots of good discussion after the meeting. An attractive meeting place adds so much to the enjoyment of one of these assemblies. It was certainly true of the Daniell Hotel, Corpus Christi.

* * *

Phoenix was host to the Intermountain IES Regional Conference and after my part of the program, I had time to enjoy such distinguished people as Mr. and Mrs. Joe Brouder, (IES president); Dex Hinckley; C. Crouch; Chas. Amic and Ed Ramburch—and Carl Allen.

* * *

We all met again the first week in May for the Southern California Conference in Los Angeles. While in Los Angeles, I had the opportunity to visit Cornell Wilde and his wife, Jean Wallace, in their new home. Their abode is very beautiful. Most of the lighting fixtures are Enchante' by Thomas.

* * *

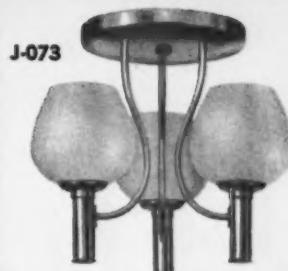
Had a really good lighting workshop at Interstate Electrical Supply May 9th and 10th. Several people in the group were from Louisiana Power and Light Company and New Orleans Public Service, Inc.

Concord ... with the distinctive cartridge type torch

identifies a new series of Jaycandescent originals that combine a little of the past, the present and the future



J-074



J-073



J-076

Designs include 5 and 6 lite chandeliers, with or without walnut trim; 3 and 5 lite flush ceiling fixtures; and single lite wall or semi-flush pieces—all of highly polished brass and soft-white or clear champagne glass.

See the entire Concord Series, and many other new designs, at Jay's brilliant new showrooms—or write for details—Dept. 1660



Send for copy of our Supplement 60A



JAY LIGHTING MFG. CO., Inc.

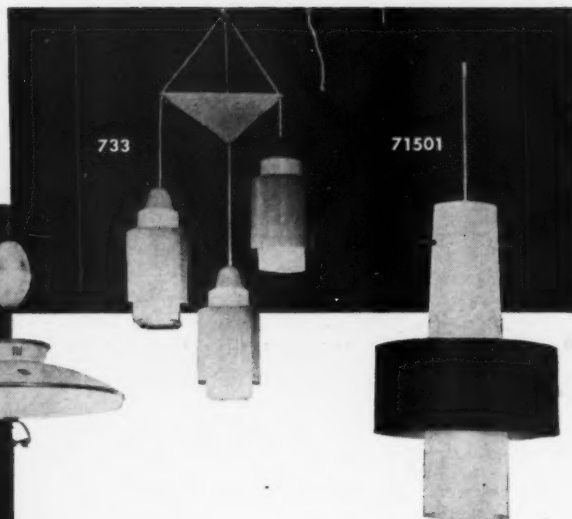
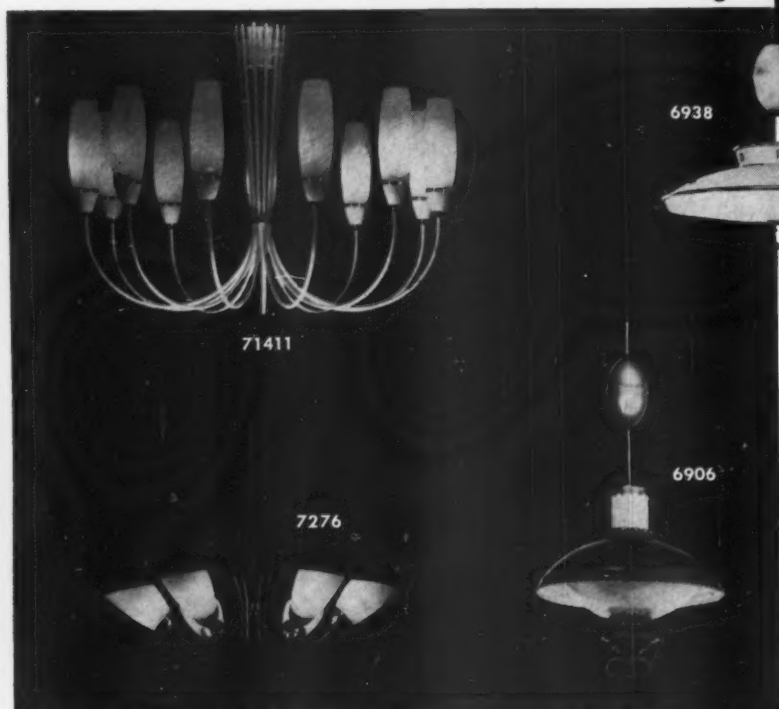
New Showrooms: 5 East 35th Street, New York 16

Creators of the luxurious hand-crafted Coronet Series—the resplendent Parasol Series—the unusual brass and walnut Anzac Group—and VISORlite, the dramatic wall lighting sensation.

Distributors in Principal Cities

designed . . .

Lighting | Fixtures created by *timely*



Territories Available . . .

timely lighting products co., inc.

4501 Perkins Avenue, Cleveland 3, Ohio

WHEN IN CLEVELAND—VISIT OUR NEW FACTORY SHOWROOM

Swivelier Introduces New Hospital-Lites

A completely new, contemporary design line of adjustable Hospital-Lites has been introduced by Swivelier Company, Inc., New York, leading manufacturer of adjustable lighting equipment.



The fifteen (15) new wall and bedboard models are made with the patented Swivelier spring-tension sockets and swivels which provide easy fingertip adjustment and, according to the manufacturer, will not drop down. The burn-preventing Coolite Shade has been given an attractive, modern design. In addition, a new hinged plate provides quick access to the switch, for rapid, tool-less replacement.

The new Hospital-Lites are available in decorator shades of mellow-tone gray, green and tan.

All wall models are supplied with Swivelier's exclusive "Shur-Mount" plate, for easier, securer mounting. Three portable models, made with 3-conductor cord and "U"-type grounded plug, fit virtually all hospital beds—with or without headboard holes.

Swivelier lighting units have won enthusiastic approval from hospitals throughout the world. They are extensively used in patients' rooms, examining rooms and offices as well as in dormitories, convalescent homes and homes for the aged.

Free 8-page, 2-color catalog available. Write to Dep't. HP, Swivelier Company, Inc., 30 Irving Place, N. Y. 3, N. Y.

A.S.S. for Fluorescent Lamp Ballasts

American Standard Specifications for Fluorescent Lamp Ballasts, C82.1-1960, has been approved and published by the American Standards Association. This is a revision of C82.1-1958 (2nd edition).

The two major revisions in the new standard are: changes in the minimum light tolerance for certain rapid start lamps; and the inclusion for the first time of 1.5 amp rapid start lamp ballasts.

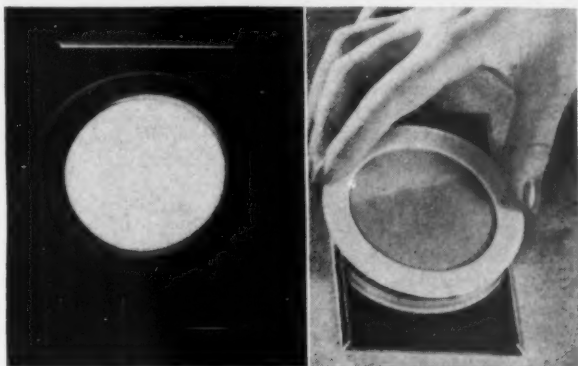
Ballasts which have rated open-circuit voltages of 2000 volts or less are covered by the new standard. This comprises ballasts for hot-cathode fluorescent lamps, either pre-heat starting, rapid-starting (continuously heated cathodes), or instant-starting, and also ballasts for cold-cathode fluorescent lamps used primarily for lighting purposes and which come within this voltage range.

The ballast and lamp combinations covered by this specification normally are intended for use in room ambient temperatures of 50 to 105 F. At ambient temperatures outside this range, certain special operating characteristics may be required. It is intended that these standards be used in conjunction with American Standard Dimensional and Electrical Characteristics of Electric Discharge Lamps (Fluorescent), C78 (Series).

American Standards Specifications For Fluorescent Lamp Ballasts, C82.1-1960, is available at 80 cents per copy from the American Standards Association, Dept PR152, 10 East 40th Street, New York 16, N. Y.

Electroluminescent Light Protected by Vinyl Sheet

Electroluminescence—described as the most important development in lighting since the invention of the modern fluorescent tube in 1938—is making its debut in American homes as a night light. Electroluminescence is the direct conversion of electrical energy into light.



Electroluminescent night light plugs into standard 120-volt outlet (right). Left the "Panelescent" light in service. It provides a soft, green light source 3½ inches in diameter and illuminates a small area without creating distracting light at a distance.

Sylvania Lighting Products, a Division of Sylvania Electric Products, Inc., is now marketing the first version of this novel light. It plugs into standard 120-volt outlets, burns for a year on less than three cents worth of electricity, and has a life expectancy of almost five years of continuous burning compared to 1000 hours for incandescent bulbs and 7500 hours for fluorescent tubes. The light sells for 98 cents and is designed for use in nurseries, bedrooms, bathrooms and hallways. It provides a soft, green light source 3½ inches in diameter which illuminates a small area without creating distracting light at a distance.

In this "Panelescent" night light, a thin ceramic plate is coated with electroluminescent phosphors. A current-carrying coating is placed on the opposite side of the ceramic plate and when an alternating current is passed across this assembly, the phosphors convert the electrical energy to light.

Protecting the ceramic plate and phosphor coating is a clear "window" of 5-mil (.005") Bakelite rigid vinyl sheeting. It shields the phosphors layer from breakage and abrasion while providing top clarity for the electroluminescent glow to pass through. Rigid vinyl sheet has the advantages for this application of transparency, toughness, low cost, and easy fabrication. Also, it is a self-extinguishing material, thus enabling the light to meet Underwriters' Laboratory requirements. The entire assembly is hermetically sealed to a metal plate on the back, and is less than 1/50th of an inch thick.

Besides the night light application, Sylvania makes electroluminescent panels as large as 24 x 36 inches. These panels are used as highway markers, instrument dials on aircraft and automobiles, and for many other industrial application.

In addition to its remarkably efficient use of electricity, electroluminescence provides an area source of light for the first time, rather than the point source in the case of incandescent bulbs or the line source produced by fluorescent tubes.

Bakelite rigid vinyl sheet in this application is supplied by Trimount Plastics Company, Arlington, Massachusetts.

Phoenix Lighting Moves to Larger Plant

Phoenix Lighting Fixture Co., manufacturers of outdoor and indoor lanterns, have just completed their move of factory and offices to 167-41st Street (Bush Terminal) in Brooklyn. New machinery and production techniques, combined with the enlarged facilities will enable them to insure production commitments and to boost quality control.

Phoenix Lighting is pleased to announce that their new 64 page catalog is just off the press. This is the most comprehensive outdoor lantern catalog available. For your free copy and price list call or write today.

DUALITE No. 44-G

U.S. Pat. No. 2,665,870



The Last Word In Modern Lighting!

DUALITE
WITH IMPROVED GLARE-FREE
Combination Lighting

The last word in exacting lighting, featuring Acme's advance-design reflector with both fluorescent and incandescent lamps. Ventilating louvers in the double-wall reflector hood supply effective air cooling. Uses the full power of both light sources to give better, more useful illumination with a most uniform light distribution curve. 3-way switch permits fluorescent or incandescent lamps to be used individually or in combination.



**OVER 30
FAST
SELLING
MODELS
READY FOR
IMMEDIATE
DELIVERY**

DUALITE No. 88

With Flexible Gooseneck

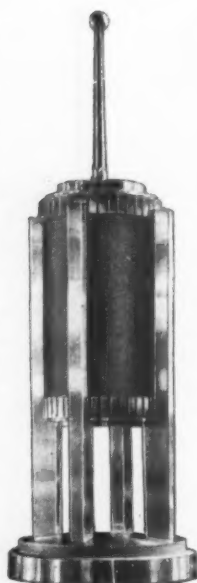
WRITE
FOR NEW
CATALOG

Acme

ACME LITE PRODUCTS CO., INC.
Congers, New York

LANTERNS, LIGHTING FIXTURES

& LIGHT STANDARDS



Custom-Fabricated

for Churches, Hospitals, Public Buildings, etc. No order too large, none too small. We will be glad to quote on your requirements.

GENUINE BRONZE
WROUGHT IRON
STAINLESS STEEL,
ALUMINUM

WRITE ON YOUR LETTERHEAD FOR ILLUSTRATED CATALOG



MEIERJOHAN-WENGLER

1102 W. 9th St. CINCINNATI 3, OHIO



U. L.
and
C. S. A.
Approved

Durable Ceramic Wire Connectors a size and type for every use

- Cost Less!
- Unaffected by Heat or Moisture!
- No Springs to Come Loose!
- Immediate Delivery!

SALES REPRESENTATIVES

WM. A. HAWKINS, INC.
2140 Scranton Rd.
Cleveland 13, Ohio

SPRING SALES CO.
325 N. Franklin St.
Philadelphia 6, Pa.

WEINGART & LUSTIG
1567 East 25th St.
Los Angeles 11, Calif.

ASSOCIATED AGENCIES, INC.

226 Ruggles St.
Boston, 20, Mass.

SPIES-HANCOCK & ASSC.
5523 Dyer St.
Dallas, 6, Texas

J. P. SUTTON & SON, INC.
3919 Wesley Terrace
Schiller Park, Ill.

E. L. LeMOUNTAIN & CO.
4095 Melrose Ave.
Montreal 28, Que., Canada



CENTRAL PORCELAIN COMPANY

503 RAILROAD STREET COLUMBIANA, OHIO

New Fixture Completely Integrates With Ceiling

United Lighting's new 1200 series recessed integrated ceiling fixtures are designed for use with spline tiles or exposed T-bars. Complete freedom of ceiling design can be attained. Modular wall partitions will move freely beneath the completed ceiling without disturbing ceiling construction.

The new 1200 series fills a need in lighting for a modular fixture which integrates perfectly with 12" tiles. No metal is exposed to view. Full 12" lens (instead of customary 10" or 11") meets with tiles in perfect juxtaposition.

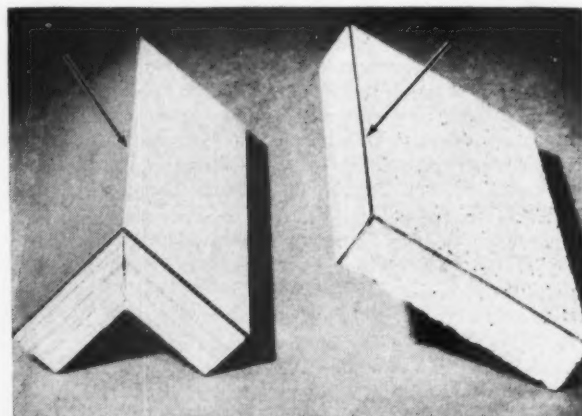
The new 1200 series fixtures are approved for use with 15,000 lumen lamps and are approved for use with fibrous Lo-Density tiles and under latest fire code restrictions. Ballasts are mounted exposed on top, giving them additional long life. Aluminum extruded design runs very cool. Heat from lamps and ballasts is conducted away.

Ceiling suspends from the fixture by means of patented extrusions, thus eliminating the need for costly duplication of T-bar construction. Fixtures can be added with very little additional labor and material loss. Lens snaps in place.

For complete details and catalog sheet, write to: United Lighting and Ceiling Company, 2828 Ford Street, Oakland, California.

Perfect Mitered Edge Now Possible for Laminated Plastics

A perfect mitered edge for laminated plastics is possible for the first time with a new method that eliminates the exposed dark line or T-molding that formerly characterized the finished edge or corner.



The revolutionary approach was unveiled jointly by Knick-March Engineering, Inc., and the Porter-Cable Machine Company at the National Association of Home Builders' Show at Chicago. The operation is performed by a patented mitering attachment joined to a Porter-Cable 2½ horsepower router.

Ray March, president of Knick-March Engineering, Inc., and E. Lawrence Tabat, vice president of marketing for Porter-Cable, termed the new product "a long awaited development in plastic fabrication because of many previous unsatisfactory attempts to achieve the perfect finished edge." They pointed out that preliminary surveys indicate enthusiastic reception by architects, builders, cabinet makers, furniture manufacturers and fabricators. It is expected to be widely used on kitchen counter-tops, furniture, displays and commercial furnishings.

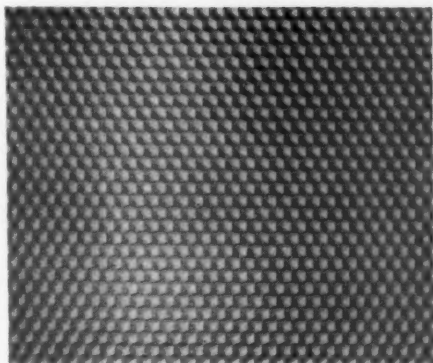
Besides producing a quality-finished edge the new mitering technique also is faster, stronger and cleaner than older methods. Here are the simple steps required:

1. Edge of laminated plastic table top is beveled by router held at angle in mitering attachment.
2. Matching strip or skirt is beveled in same manner.
3. Glue is applied to both surfaces which are held in place with cellophane tape strips until dry.
4. Light sanding may be needed to dull sharp edge produced by mitered joint.

The new technique results in a stronger joint by making a concave cut on both surfaces providing more contact area for glueing. It is also cleaner than previous mitering operations in that it requires no extensive sanding or finishing.

Further information can be obtained from Porter-Cable, 101 Seneca Street, Syracuse, New York.

Brand New Extru-Lite Pattern R-7



Optically engineered hexagonal pyramids, that permit light to enter at any angle from the light source.

The Rotuba Extruders, Inc., of Brooklyn 9, New York, famous for their low brightness plastic lensware especially designed for the lighting industry under the registered trade name of Extru-Lite, announce the extrusion of a newly designed prismatic panel called Pattern R-7.

This new Extru-Lite Pattern R-7 is comprised of optically engineered hexagonal pyramids, which permit the light to enter at any angle from the light source, diffusing and refracting it onto work surfaces with a low brightness that is highly desirable for all types of visual tasks.

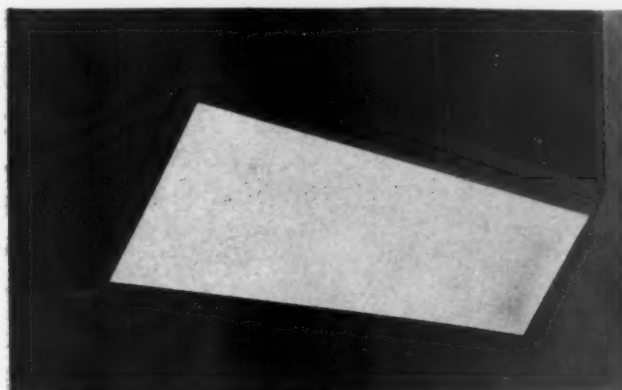
In brief, Pattern R-7 controls, directs and distributes the light with greater uniformity and eliminates glare. The resulting illumination is a comfortable, even one that promotes efficiency.

Available in Polystyrene or Acrylic plastic, Extru-Lite Pattern R-7 has all the positive advantages of plastic over and above other materials; it is tough, durable, safe, and lightweight (weighs approximately .55 lbs. per sq. ft.). Its light weight makes it easier to handle. It can also withstand high degrees of heat without warping. More economical, too, it cuts down maintenance costs by virtue of its pyramidal design which keeps the surface of the panel relatively dust-free for lengthy periods of time.

At present it is extruded up to 24" wide, in thicknesses of $\frac{1}{8}$ " and $\frac{1}{16}$ ". Manufactured either crystal clear or opal white, it can be made upon special request in varying degrees of translucency.

For free sample and additional information on this new Extru-Lite Pattern R-7, write or call The Rotuba Extruders, Inc., 437 88th Street, Brooklyn 9, New York — SHore Road 8-5458.

ERATA (Febr. issue, Extru-Lite R-1)



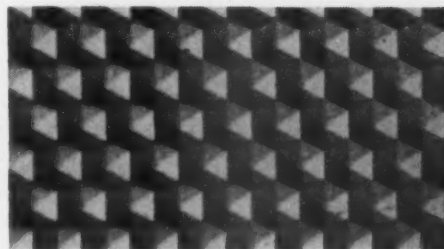
Basic Lighting Unit

This is the basic unit produced by American Lighting Corporation for the front lighting of paintings in Frank Lloyd Wright's Guggenheim Museum. (Units are now offered for general use.) The unit is 50 inches long by 10 inches wide by 8 inches deep. It contains a newly-developed reflector which can be easily focused to permit, at a distance of 4 feet, a variation of 4 feet in the focal area to be lighted.

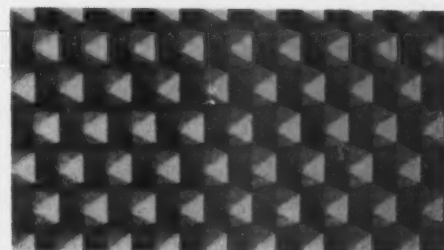
This Extru-Lite R-1, mfg. by Rotuba Extruders, Inc., has 9,000 prisms per square foot!!



it's amazing . . .



it's new . . .



it's all plastic.*

EXTRU-LITE'S® New Pattern R-7

has all the plus features of plastic—
safety, durability, economical up-
keep and light weight.

R-7 is patterned of 6-sided pyramids, optically engineered with precision correctness, to control, direct and refract rays from the fixture to produce more uniform light distribution.

The resulting low brightness creates a soothing atmosphere for greater working efficiency.

See Ad on Page 13 for
more info on R-7.

Send for FREE Sample, Brochure,
Test Report & Price List.

*available in polystyrene or acrylic



**THE
ROTUBA
EXTRUDERS, INC.**

A DIVISION OF WALJOHN PLASTICS, Inc.

437 88th ST., BROOKLYN 9, N Y
SHORE ROAD 8-5458



DESIGNED FOR A **BIGGER** SELLING EDGE...

METALLIC *Silvatrim* PLASTIC FIXTURETRIM WITH THE NEW "LOK-CLIP"

Economical **SILVATRIM**® is available in brass, copper, chrome, gold or any other metallic finish. Actually pays for itself in production savings alone. Easy to apply with the new, inner retaining "Lok-Clip" that assures a permanent closure. Highly flexible **SILVATRIM**® practically shapes itself. It form-fits around spun metals, spun glass, perforated metals... practically anything at all. Does away with expensive metal formings and complicated assemblies. **SILVATRIM**® will never tarnish or lose its lifetime metallic lustre. Many stock shapes on hand for immediate delivery. Write for samples and instructions on how easily **SILVATRIM**® and the new "Lok-Clip" can be applied.

GLASS LABORATORIES, INC., 863-65th Street, Brooklyn 20, N. Y. Dept. L6

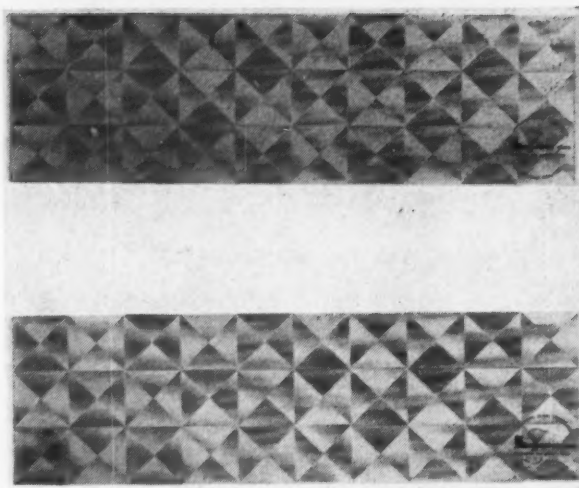
NEW FIXTURES by BECKER



WRITE FOR CATALOG ON COMPLETE LINE

BECKER MANUFACTURING CO.

9522 E. Gidley St., Rosemead, Calif. CUMBERLAND 3-1766



NEW "GALAXY" GLASS PLAYS TRICKS ON THE EYE: Lancaster Glass Corporation, Lancaster, Ohio has announced the development of "Galaxy", a decorative plate glass for application in product component design. Inscribed with diamond-shaped patterns of vertical and horizontal lines, "Galaxy" reflects light in different ways according to the angle from which it is viewed. Thus, as a person moves his head and eyes while looking at "Galaxy", these light and dark patterns appear to shift and scintillate like images in a kaleidoscope. According to Lancaster engineers, "Galaxy" glass can be fabricated in any flat shape, and lines can be printed in any color. Samples of the product, along with descriptive literature, are available from the company.

Crouse-Hinds PLB Fence Light

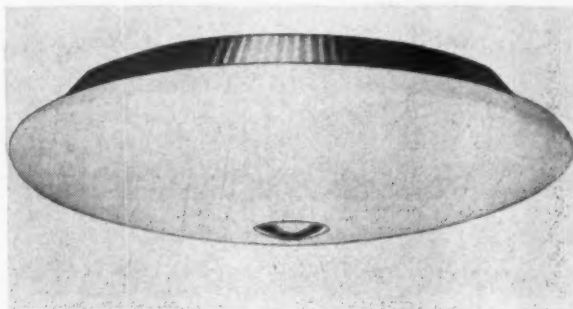
For protection of property and increased plant security, Type PLB Fresnel floodlights provide a band of light completely around an area, to discourage intruders. They combine wide horizontal beam spread with narrow vertical beam spread. Widely used for fence lighting, each floodlight is mounted on a pole approximately 30 feet from the fence; and they should be mounted so that beam patterns overlap.

Mounting height for each installation depends upon results desired, and contours of the ground. Where the ground is level, a low mounting height is usually desirable, for projecting the light outward, providing maximum glare to an intruder and best visibility to a watchman inside the fence.

For economical operation, Type PLB can be furnished for use on either multiple (for short fence lines) or series (for long extended fence lines) circuits, and for cross-arm or pipe mounting. For complete information on Type PLB Fresnel floodlights, write Crouse-Hinds Company, Syracuse 1, New York.

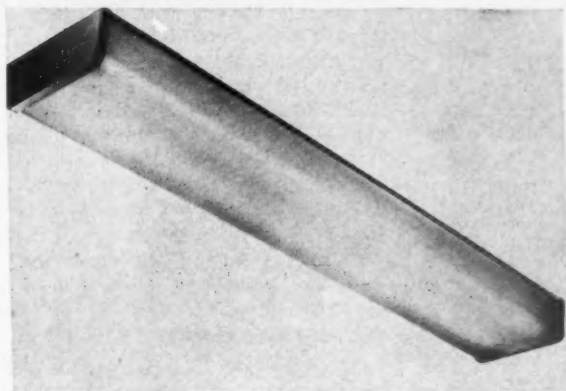
Viriden Adds Diffuser to Circeline Fixture

A white, plastic diffuser to eliminate the glare from circeline fluorescent fixtures is now available from Viriden Lighting, division of John C. Viriden Company, Cleveland, Ohio. The unit fits all standard center mounted two and three lamp circeline fixtures. It can be removed easily for relamping or cleaning.



It is available from Viriden Lighting distributors or write to Viriden Lighting, division of John C. Viriden Company, 5209 Euclid Avenue, Cleveland 3, Ohio.

Multi-Application Fluorescent Fixture



Perfect for use in kitchens, pantries, over mirror in lavatory, in laundry or utility room, recreation or work room. This handsome fluorescent fixture lends modern lines to the area. Two rapid start fluorescent lamps (F40T12) give plenty of light for all kinds of work or play. Clear plastic lens diffuses light evenly. End plates are chromium. Mounts flush to ceiling or wall. 48½" long, 9" wide and 3" deep.

See your Virden Lighting distributor listed in the Yellow Pages of your phone book, or for more information write Virden Lighting, division of John C. Virden Company, 5209 Euclid Avenue, Cleveland 3, Ohio.

Ready-Made Display Pre-packed by Duro-Lite



An attention-getting pink and black display unit, containing an assortment of popular size residential light bulbs, is being pre-packed for national distribution by Duro-Lite Lamps, Inc., North Bergen, New Jersey. Topped with a riser card containing a die-cut area for a flasher unit, the display is simply removed from its shipping carton, set on a counter and plugged into an electrical outlet.

Two different assortments of popular size longer life bulbs are offered by Duro-Lite in the display carton: both assortments contain 60 bulbs, ranging from 8½ Watt Flourescent and Crystalair, to 50/100/150 Watt 3-way Frost bulbs. Hard-hitting copy and a giveaway booklet completes the sales pitch created by this display unit. Continental Can Company's Fibre Drum & Corrugated Box Division made the bleached sulphate board display unit, which is packed in an outer shipper carton also made by the firm. Continental Can Co., 100 E. 42 St., N. Y. 17, N. Y.

Florentine MODERN

Combining Old & New by *DeLights*



Designs in—
MODERN—PROVINCIAL—WESTERN

★ WRITE FOR NEW CATALOG TODAY

★ Some territories are open to manufacturers' agents

DeLights of California

2221 Potrero Ave., P.O. Box 3366, So. El Monte, California

HOWARD

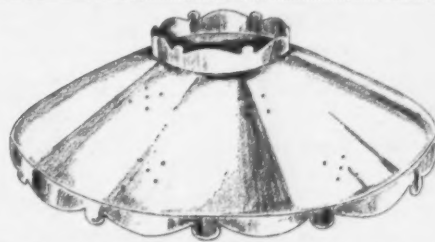
STAY AHEAD OF YOUR COMPETITORS WITH
HOWARD'S NEW DESIGNS



#SP 50—2 piece. Height 7½". Opening 5". Top 1¾". Baffle 2½".



#LP 528—2 piece. Height 9". Opening 5". Baffle 2½".



#SC 516—Shade. Top opening 4¾". Height 4½". Bottom opening 16". Also available with Closed Top-Hole 13/32".
Send for Free Samples and Catalogue NOW.

Howard Metal Products Co., Inc.

92-26 180 St., Jamaica 32, N. Y. OLympia 7-8500



going to cleveland?

the "downtown" location for businessmen, group meetings, or vacationists is at East 6th & St. Clair Avenue.

- Family rates • 3 fine restaurants
- AAA recommended • garage & Parking lot adjacent • closest to the Stadium & public auditorium

from \$550

William T. Lanham
Gen. Mgr.

CH 1-5100

stay
at the
**AUDITORIUM
HOTEL**

CALIFORNIA'S welcome to the world



Miramar

and NEW TOWER California's World.

Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantonese Room.

Swimming pool Beautiful grounds and landscaped gardens. Rates from \$8.



Write William W. Donnelly, Gen. Mgr.

Across the U.S.A. and in HAWAII

MASSAGLIA
CREST OF GOOD LIVING

JOSEPH MASSAGLIA, JR., President

MASSAGLIA HOTELS

- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- HONOLULU Hotel Waiikiiki Biltmore

World-famed hotels
Teletype service—Family Plan

Newly Styled Tinted Light Bulbs Introduced by Westinghouse



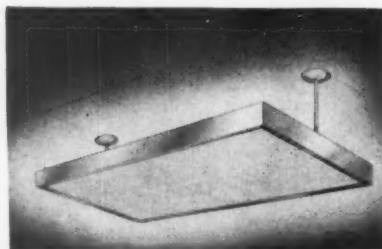
This young Miss appears pleased as she examines an innovation in tinted light bulbs. Westinghouse has introduced this significant improvement in light bulbs by combining the company's line of Beauty Tone tinted bulbs—pink, aqua, and candlelight—with the new cylindrical shape of the Westinghouse Eye Saving bulbs, the first change in the styling and design of household light bulbs in more than a quarter of a century.

The pastel tinted light bulbs produce flattering decorative effects in the home which are both varied and unusual at a cost of only a few pennies. The New Shape Beauty Tone bulbs are being manufactured by the same electrostatic process used in the production of the company's line of New Shape Eye Saving White bulbs. This process coats the interior of the bulb with millions of special glare-deflecting particles. These particles break up the usual spotlight glare from the filament.

The result is soft, glareless light which is radiated evenly from the entire bulb surface instead of one blinding spot. With bounce-back glare practically eliminated, reading becomes more comfortable, less tiring to the eyes. The "hot spot" of the ordinary inside-frosted bulb is gone.

New High Efficiency Semi Indirect Fixture

The new SDLO series fixtures are semi-indirect, and utilize the popular 45 x 45 degree minicell plastic louver to perform with an outstanding over-all efficiency of 84.5% and co-efficient of utilization of .76.



The SDLO series, with its clean, simple lines and high efficiency, fills the need for

all semi-indirect applications with comfortable brightness ratios. The SDLO series is recommended for schools, offices, showrooms, lobbies, and wherever semi-indirect lighting is desired.

The SDLO open-top design, with its side ballast channels, completely eliminates center striation, while the louver diffuser cells allow dust and dirt to circulate through—keeping the unit permanently clean.

Fixtures can be surface mounted or suspended by stems, either individually, in continuous rows, or in modular panels.

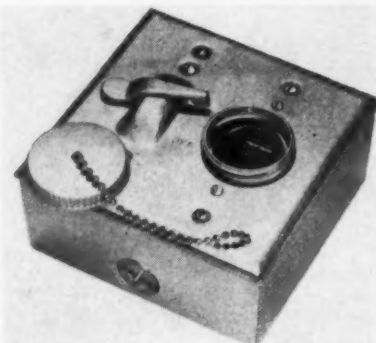
Additional features are:

- Light weight for easy installation.
- All welded construction with no visible hardware.
- High gloss baked white enamel finish, with reflectance of 0.87.

The SDLO series fixtures come in 48", 72" and 96" lengths, in either 2, 3, or 4 lamp, rapid start, slimline or regular fluorescent.

For complete information, write to: Leadlight Fixture Company, 800—100th Avenue, Oakland, California.

New Emergency-Type "Solatrol" Electronic Switch Announced



SOLAR SONIC DEVICES, INC., Hicksville, L.I., N.Y., recently announced the availability of its new Automatic Electronic Switch, Model LTS 104, for all outdoor lighting applications requiring emergency switch provision. The low cost LTS 104, made to control lighting loads of up to 1000 Watts, is perfect for airstrip, industrial plant and defense installation lighting control. Other practical, profitable applications include the convenient control of advertising signs and window displays, barricade lights, street, parking field, park and railway station lamps, etc.

Switching lights "on" at dusk and "off" at dawn, the completely weatherproof LTS 104 needs no attention. A chained screw-cap is provided for daylight tests and a built-in delay acts to avoid accidental switching. Featuring an hermetically sealed photoelectric control, a quality "T"-rated emergency on-off switch, a die-cast aluminum screw-cap and "T"-Box, and a corrosion-resistant, aluminum finished brass cover, the Solatrol LTS 104 comes complete with 2½" plugs. Pre-wired for immediate installation.

For further information and prices write SOLAR SONIC DEVICES, INC., Hicksville, L.I., N.Y.

New Christmas Bulbs Are Both Ornament and Light

An entirely new design for Christmas bulbs has been announced by the Westinghouse lamp division. The new bulbs are round in shape and when unlighted resemble the polished tree ornaments which have been in favor for generations.

Called "Gayety" Christmas bulbs by Westinghouse, the globe-shaped lamps are made with the popular C7½ size base for use both indoors and out. Available in attractive tints including red, blue, amber, green and fuchsia, the colors used are made of a new transparent material. When lighted, this results in an unusual sparkling effect which adds a gay appearance to Christmas trees and other Yule decorations.

Because of the unique design and appearance of the "Gayety" bulbs, they fit into both modern and traditional Christmas decorative schemes. Many new and interesting effects can be obtained with the novel lights.

Mr. Robert M. Harris, Westinghouse miniature lamp marketing manager, revealed that the sphere-shaped bulbs will be packed in a new "picture-window" container which permits the customer to see the entire contents of the package but which at the same time is pilfer-proof. Mr. Harris also pointed out that the G14 Gayety Christmas bulbs are premium priced at 27 cents each. The new bulbs, he said should result in greater sales and extra profit for the dealer.



These newly-designed Christmas bulbs will be introduced by Westinghouse for the 1960 holiday season. Round in shape, they resemble polished tree ornaments when unlighted. Called "Gayety" Christmas bulbs by Westinghouse, the globe shaped lamps are made with the popular C7½ size base for use both indoors and out. Available in attractive tints including red, blue, amber, green, and fuchsia, the colors used are made of a new transparent material. When lighted, this results in an unusual sparkling effect which adds a gay appearance to Christmas trees and other Yule decorations. The sphere-shaped bulbs will be packed in a new "picture-window" container which permits the customer to see the entire contents of the package but which at the same time is pilfer-proof. The G14 Gayety Christmas bulbs are premium priced at 27 cents each.

New Accent Lighting Offered by Virden Lighting

Three new accent lights for ceiling mounting have been added to the Virden Lighting line of "light idea" fixtures. V-5002 is the adjustable eyeball type for use with R-30 75-W spot or floodlight. It is surface mounted and adjusts 45° from vertical, 358° rotation. Finish is satin aluminum, copper or brass. V-6225 is a single adjustable bullet, and V-6255 is a two-light adjustable bullet. Both are 12½" long and will accommodate R-40 150-W flood or spotlights. Finish is polished brass or satin aluminum.

For more information, see your Virden Lighting distributor or write Virden Lighting, division of John C. Virden Company, 5209 Euclid Ave., Cleveland 3, Ohio.

ILLUMINATING GLASSWARE in rich assortment of elegant shapes and designs, clean, hand painted, opal or coloured. These goods representing the highest quality of workmanship.

are exported by

MINEX

EXPORTER AND IMPORTER OF MINERALS AND MINERAL PRODUCTS
Warszawa, Krakowskie Przedmieście 79, Poland
Cables: MINEX WARSZAWA, P. O. Box 54

NEW NYLON & THERMO-PLASTIC parts from GRC

Economically mass produced on fully automatic patented machines, GRC nylon parts are available from stock in many sizes and types. GRC uses single cavity techniques, molds in one automatic cycle, gets accurate, uniform parts, ready for immediate use.

These advantages, these economies, apply too, to tiny made-to-order parts to your specifications... in quantities of 25,000 to many millions. Write for bulletin describing GRC's unique method for injection molding small plastic parts or send prints for quotations. Ask about our zinc alloy die castings too!

NYLON SCREWS AND NUTS

GRC's complete line of high quality, close tolerance molded nylon screws and hex nuts include screws in standard commercial heads—Phillips or slotted types—in sizes from #4 thru 1/4"; hex nuts in ten sizes (#2 thru 5/16") GRC molded nylon miniature machine screws—half the weight of aluminum—in sizes from #2 thru 1/4" make more compact designs possible. GRC's single cavity molding technique adds exceptional uniformity, accuracy, economy to nylon's high strength-to-weight ratio, built-in electrical insulating qualities, stability, resilience and elasticity. GRC's molded nylon fasteners are available from stock in a wide range of types, sizes and lengths.

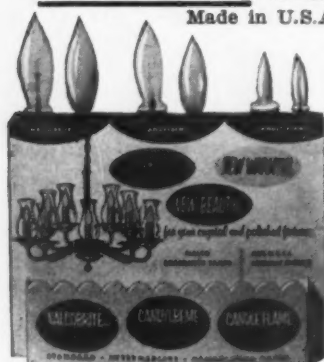
Write for samples, prices, and GRC's New Detailed Industrial Fastener Catalog.

GRIES REPRODUCER CORP.

World's Foremost Producer of Small Die Castings
124 Beechwood Ave., New Rochelle, N. Y. • NEW Rochelle 3-8660

INCREASE YOUR PROFITS..

Made in U.S.A.



STOCK and SELL!

Nalco Decorative Bulbs

Here is a natural tie-in item that you can stock. Moves fast — increases profits. Sample order includes colorful new point-of-purchase display — FREE. Urges customers to stock up, keep spares handy — this sturdy, compact unit has been proved to build sales. WRITE TODAY for complete details and sample order.

NORTH AMERICAN ELECTRIC LAMP CO.

1536 No. 13th St., St. Louis 6, Mo. 250 Fulton St., New York, N. Y.

Looking For PARTS?

We've got 18,032 different parts for lamps and electrical fixtures. You're always assured of the part you need... when you need it! Write for free catalog.

FELDMAN Bros.
BRASS CO., INC.
213 Grand Street, New York 13, N. Y.
Tel. CAnal 6-1651

The Photoelectric Switch that Turns Lights On and Off Automatically

Anyone who has ever come home late at night to a dark and deserted looking house will appreciate this modern, scientific appliance that *Con Edison* and the *Brooklyn Association of Home Builders* have included in their "Home for Better Living."

HOMELIGHTER—this new household appliance, guards against prowlers, offers protective indoor and outdoor lighting control. It was developed by Vericontrol Associates, and based on 25 years of experience in manufacturing automatic street lighting controls.

Despite its scientific construction, **HOMELIGHTER** is as easy to use as an old-fashioned can opener.

1. Place the **HOMELIGHTER** near a window, with the photoelectric "eye" facing the light.
2. Plug your lamp into the **HOMELIGHTER** adapter, and the adapter into the nearest wall outlet.

HOMELIGHTER has a 1000 Watt lamp load rating which permits it to control not just one, but several light fixtures; outdoor lights can also be controlled, simply by connecting the **HOMELIGHTER** to a centrally located indoor switch, thereby actuating the porch or garage light, an outdoor post lantern, or even the lawn sprinkler, if desired.

All this *without wiring, without installation costs, without complications.*

As nightfall varies according to weather and season, so does the **HOMELIGHTER** operated turn-on and turn-off time. Therefore, a **HOMELIGHTER** controlled house or apartment always appears occupied. Another advantage:

HOMELIGHTER is truly automatic—never requires setting or resetting like an old-fashioned time clock.

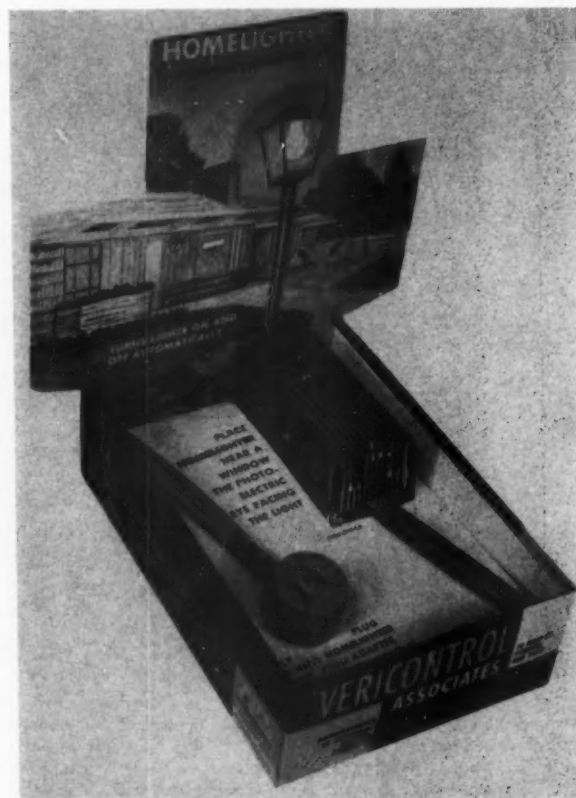
HOMELIGHTER has many useful applications:

It provides timely light for the driveway and front door, thus eliminating unpleasant fumbling for the key in the dark.

It saves the children's eyesight by turning study or reading lamps on for them as soon as lights are needed.

In the nursery, it can be used for the nightlight;

At Christmas time, to illuminate the tree;



No. 396/5—21" high x 19" wide
5 Lights—Antique Gold Bronze & White, \$35.00 Net

For Variety & Value
in Bronze & Crystal

CHANDELIERS

Your Best Bet is
BIBI — 5th AVENUE

Over 300 Fixtures to choose from —

Write for Catalogue

BIBI & CO.

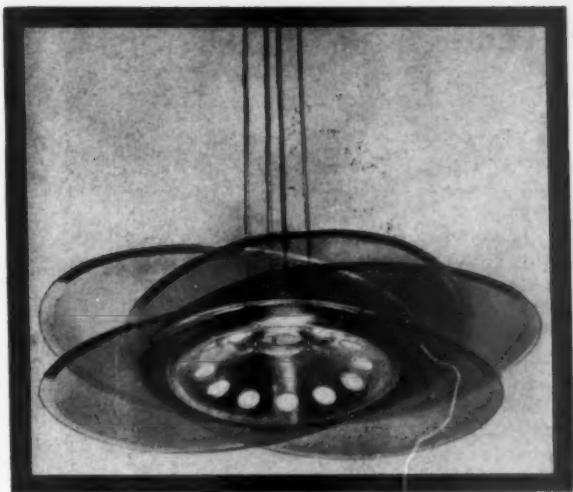
253 - 5th Ave. New York, N. Y.

Note: We have our #17 Catalogue made two ways—with 2 times mark up printed under each item—and no price, with a 3 times mark up price, sheet #17A—indicate your choice—our name does not appear in either.

CHILO

Quality Lamp & Shade
Parts for the
Lighting Industry

CHILO MANUFACTURING & PLATING CO. INC.
2106 - 10 So. Kedzie Ave. Chicago, Ill.



new, authentic and original...

Contemporary Lighting

...a masterful collection of modern chandeliers, combining the luxury of hand-cut crystal and the simplicity of lustrous solid brass. New designs, meticulously crafted by skilled artisans... to enhance entrance foyers, dining and reception areas in homes, hotels, restaurants and smart shops. Exclusive with Sunbeam... America's only crystal house specializing in multi-color jeweled chandeliers. Write for Design Book III.

Sunbeam 4452: Exquisite asymmetric composition in pastel shades of blue, green, gold, amber and peach bevelled glass panels, with polished solid brass accents. Diam.: 30" ... Body Ht.: 8" ... 12 Candelabra lamps.

Franchise territories available for top-caliber sales representatives, and for lighting showrooms qualified to sell this superb collection.



Sunbeam Lightingwares, Inc.

92-35 166th Street / Jamaica 33 NY / REpublic 9-2020

Flower-Glo Garden Light Newest Idea in Landscape Lighting for Homes and Commercial Use

A new dramatic concept in outdoor landscape lighting, Flower-Glo, is being offered for home, club, hotel, motel, municipal and shopping center use by Silvray Lighting, Inc., Bound Brook, New Jersey.

Flower-Glo is a weather-resistant metal decorative flower equipped with a silvered bowl bulb. It features a "take-apart" stem that enables the light to be used at 32", 20" or 12" heights to suit varied needs. Choice of four high gloss colors, azalea pink, tulip gold, leaf green and daisy white.

Its indirect lighting principal reflects light on neighboring shrubs or flowers, producing an unusually beautiful effect. Flower-Glo has functional advantages for lighting steps, paths, driveways, walks and swimming pools—helps prevent mishaps.



Each Flower-Glo, complete with ground stake, weather-resistant 10-foot U. L. approved cord and add-on connector and plug feature and 25 watt silvered bowl bulb is individually packed in a colorful mailable carton which may be used as a selling display. Easily set up flower display unit is available for demonstration.

Flower-Glo lists for \$7.98 complete. Minimum order is six units—may be assorted.

Address Silvray Lighting, Inc., 1270 Avenue of the Americas, New York 20, New York.

G. E. Extends Line of Outdoor Fluorescent Lamps

Extension of the line of outdoor fluorescent lamps to include four, six and eight-foot types was announced by Joseph B. Foley, manager of commercial and industrial sales for the General Electric Company's Large Lamp Department.

Foley noted that previously the outdoor fluorescents were made in eight-foot lengths only.

The new lamps were developed to overcome the loss of light output of other fluorescent types when exposed to severely low temperatures. The outdoor types deliver peak light output at 0° to -20° F in recommended uses. By contrast, some former fluorescent types delivered as little as 10% of their rated light output at 0° F.

The new lamps are available in a jacketed and unjacketed versions. The "T-10" outdoor fluorescent (unjacketed) is recommended for enclosed, single-lamp housings. The glass-jacketed version (the "T10J") is intended for open fixtures.

Ideal for outdoor applications, as in service stations, the lamps also are beneficial for some indoor applications: supermarkets, butchers and food stores with large meat storage areas; commercial food freezer operators; furriers and commercial storage companies having low-temperature facilities; and manufacturers using cold rooms or unheated warehouses.

Initial peak lumen ratings for the unjacketed "T-10" fluorescent are 5900 lumens in the four-foot lamp; 9500 lumens in the six-foot lamp; and 13,000 lumens in the eight-foot lamp.

The "T10J" jacketed lamp produces 5800, 9400, 12,900 initial peak lumens in the four, six, and eight-foot lamps respectively.

All lamps have an economic rated life of 5000 hours. (Average actual life at three hours per rated is 7500 hours.) All are designed to operate at 1500 milliamperes.

G. E. Reduces Christmas Light Bulb Prices

Reductions in prices of seven major lines of General Electric Christmas light bulbs to distributors were announced here today by Walter P. Cartun, General Manager of G.E.'s Miniature Lamp Department.

Cartun said these reductions are expected to result in lower consumer prices. In anticipation of this, G. E.'s suggested retail prices are being reduced an average of 9.4 per cent.

"The reductions," Cartun continued, "are being made in the expectation of sales volume increases which will permit the benefits of greater mass production and unit cost reductions to be passed on to the consumer."

Among the six popular lines affected is the familiar C-7½ Christmas tree bulb used in most American homes. Cartun said the bulb now will be distributed with a suggested retail price of two for 29 cents and five for 72 cents compared with 16 cents each and five for 79 cents.

Other G-E Christmas bulbs whose price is being reduced are:

C-6, reduced from 10 cents each and 5 for 49 cents, to two for 17 cents and five for 42 cents;

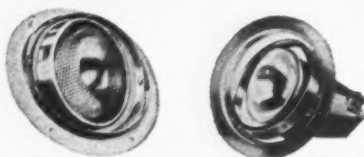
D-14, reduced from 20 cents each and five for 99 cents, to two for 39 cents and five for 97 cents;

D-15, reduced from 20 cents each and five for 99 cents, to two for 37 cents and five for 92 cents;

D-26, reduced from 23 cents each and five for \$1.15, to two for 39 cents and five for \$1.07;

D-27, reduced from 25 cents each and five for \$1.25, to two for 47 cents and five for \$1.17;

D-40, reduced from 39 cents each to 35 cents each.



GIMBAL RING for PAR 38, 46, 56 and R30, R40 and PAR 38 the 64 sideprong screwbase lamps.

ATI GIMBALS ARE PROFIT SYMBOLS

ATI quality features assure better acceptance, better profits and repeat sales.

ATI GIMBAL RINGS offer:

1. Trouble-free, long-life construction.
2. Cost saving adaptability and versatility.
3. Attractive cadmium plate, brushed chrome effect, may be used as plated or will act as excellent paint base.

Write, wire or call for details

ATI ALEXANDER-TAGG INDUSTRIES, INC.

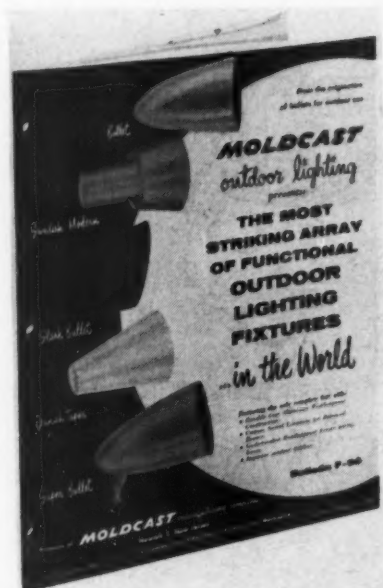
HATBORO, PENNSYLVANIA
OSborne 5-7200

Moldcast Introduces Complete Line of Outdoor Fixtures

Moldcast Manufacturing Company, 236 South Street, Newark, New Jersey, originators of cast aluminum bullets for outdoor use—introduces the wildest, and most complete line of rugged aircraft quality cast aluminum outdoor lighting fixtures ever offered by a manufacturer.

Featuring five original and distinctively modern shapes—Swedish Modern, Danish Taper, Bullet, Super Bullet and Slash Bullet—the new line presents many "firsts" in outdoor lighting, including: Sturdy and durable Select-A-Swivel locations, compatibly designed enclosed louvres and lenses for each fixture, gasket-sealed weatherproof wiring boxes for 100% weatherproof installations, wide selection of smartly designed canopy plates, and new superior Silicone-Epoxy outdoor long life finishes.

A beautiful new 8-page, 6-color catalog is now available on request. For the whole story including specifications for the entire line, write to the above address.



Duro-Test Introduces King Size Electric Bulb 1750 Watts Bring Sunlight Intensity

An electric bulb that brings the intensity and color of natural sunlight into an industrial plant or commercial establishment has been developed by the Duro-Test Corporation.

Duro-Test's new bulb is 1,750 watts and may be screwed into an ordinary light socket.

The Fluomeric lamp doubles the light at work levels without increasing the wattage and delivers almost 60,000 lumens at half the wattage consumed by incandescent fixtures. It is the brightest bulb that can be used in these fixtures.

Life-rated for 10,000 to 12,000 user hours, the Fluomeric lamp is ideal for high bay or pole lighting, indoors or out.

The Ultra-Durex hard glass that is used in the manufacture of the lamp makes it withstand rain, sleet, snow, sudden temperature changes, insects and vibration.

Fluomeric is a Mercury Vapor type lamp and the Duro-Test Corporation was granted two U.S. patents on it. These patents cover new innovations and improvements in a self-ballasting type of Mercury Vapor lamp that does not require any external ballast or auxiliary equipment.

The first patent covers a new heater coil and electrode for the 120 volt version of the self-ballasting mercury lamp, insuring positive starting at regular line voltage of the 115-125 volts commonly used. This patent relates to the intricate combination of a starting coil and electrode coated with a highly emissive material. This electrode combination with a specially designed Mercury Vapor arc tube makes possible the operation of a Mercury Vapor type lamp on regular lighting circuits without the use of auxiliary equipment.

The second patent covers important improvements in the design and operation of a self ballasting Mercury Vapor lamp.

This revolutionary light source consists of a Mercury Vapor arc tube, electrically connected in series to an incandescent type filament acting as a built-in ballast in addition to providing much needed light energy in the red end of the spectrum. A third source of light built into this combination lamp is a special fluorescent phosphor coating applied to the inside of the bulb. This coating is activated by ultra-violet energy supplied by the mercury arc tube and thereby furnishing a color corrected light with excellent color rendition characteristics.

Prior to the introduction of the giant size 1,750 watt lamp, Fluomeric was available in 450 and 750 watt tubes.

The new lamp is recommended for high level lighting indoors, in gymnasiums, banks, auditoriums, industrial plants and other places with high ceilings.

The lamps are also suited for use outdoors in parking areas, amusement parks and other places that require flood-lighting.

High-Temperature, High-Voltage Solid Tantalum Capacitor

A new series of small solid tantalum capacitors that can operate at full-rated voltage at 85 degrees C, is now available from Kemet Company, Division of Union Carbide Corporation. Known as Series J, the new capacitors occupy about 1/3 the space of earlier Series H units, yet exhibit the same low leakage current characteristics. They can be operated at as high as 125 degrees C. at 2/3 rated voltage, and at room temperature their working voltage is approximately 4/3 of the rated value.

Series J solid tantalum capacitors are available in capacitances ranging from 0.33 to 330 microfarads, and in 6, 10, 25, 35, and 50 volt ratings. The 50-volt, 85-degree capacitor is available in capacitance values up to 22 microfarads, making it the highest rated capacitor of its type commercially available.

The new capacitors are supplied in four military case sizes, with the smallest measuring only 1/8-inch in diameter and 1/4-inch long. All capacitors are supplied either with or without insulated cases.

For further information on Series J solid tantalum capacitors, write Kemet Company, 11901 Madison Avenue, Cleveland 1, Ohio.

Sylvania Chemical and Metallurgical Division Announces Three New Tungsten Strand Coils

Three new tungsten strand coils for vacuum metallizing, two of them with aluminum cores, are now available for immediate shipment from Sylvania Electric Products Inc., it has been announced by Robert Beatty, general marketing manager of the Chemical and Metallurgical Division. Sylvania is a subsidiary of General Telephone & Electronics Corporation.

The sizes of the aluminum core coils are 3 x 0.025" and 3 x 0.030". The other new coil is 4 x 0.030".

"Controlled recrystallization produces a uniform flash-over in the vacuum metallizing process. A crystallization rate that is too fast or too slow will cause sagging or brittleness in the wire which can result in premature breakage during reloading and processing," said Mr. Beatty.

Sylvania uses an electronic quality-control testing device on its production lines as an added safeguard to assure uniformity and freedom from splits.

FROM OUR

EARLY AMERICAN

RUSTIC
WAGON WHEEL

and
YOKE SERIES
by THE
LUMITRON

CORP.

31 to 37 So. 3rd Ave.
Mt. Vernon, N. Y.
Write for E.A.W.W.
Brochure
Item #844 Illustrated



Decorative Lamps

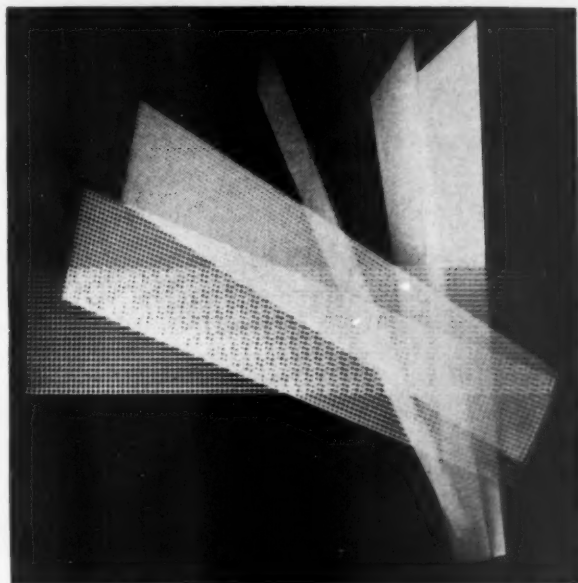
IMPORTED
FROM EUROPE

Catalog and prices
on request

Elite GLASS
CO., INC.

MANUFACTURERS
AND IMPORTERS

111 WEST 22d ST.
NEW YORK CITY



New Mystic Gratelite Louver Diffuser — "Now You See It . . . Now You Don't"!

New Mystic Gratelite, by the Edwin F. Guth Co., St. Louis 77, Missouri, refreshes and mystifies the eye with high intensity, softly diffused lighting in Guth fixtures or Gratelite overall electric ceilings.

Mystic Gratelite is a strong, one piece louver-diffuser with spear-like tips on longitudinal vanes. Features $\frac{3}{8}$ " open cubicle construction that lets most dust and dirt fall through for reduced maintenance.

When installed in fixtures or overall ceilings, Mystic Gratelite conjures a mysterious lighting phenomenon. It changes from an open louver diffuser to a "solid appearing" luminous panel . . . depending on your point of view.

Mystic Gratelite is available in two nominal panel sizes—11" x 48" or 16" x 48". Injection molded of ultra-violet resistant polystyrene plastic to assure long-life color properties.

Mystic Gratelite affords almost complete lamp hiding power, optimum light diffusion, plus open cubicles blend into one luminous dimension at the oblique viewing angle. It's easily cleaned and destaticized in a detergent dip.

For more information, write to the Edwin F. Guth Co., Box 7079, St. Louis 77, Mo. for your free copy of the new Mystic Gratelite brochure.

Amplex Introduces New Display Lighting with Greater Brilliance and Control

Store display men, stage electricians and window decorators now can achieve more brilliantly lighted displays with a new line of Amplex Beamspots, Super Beamspots and Pin Beams introduced this week by the Amplex Corporation, Carle Place, L. I., New York, makers of lamps and lighting units.

The new line of fixtures using 200-watt, 300-watt and 5-volt automotive spot lamps offer narrow beam or medium flood lightings needed in already bright areas to create crisp high-lights on manikins or to combat window reflection problems. Offered in weighted base canopy and clamp models and in twist-on and roller-trolley fittings for track installations, the new Beamspots, Super Beamspots and Pin Beams are key elements of the most versatile system of display lighting ever offered by the Long Island lighting manufacturer.

The Amplex Beamspot equipped with a 200-watt PAR 46 lamp is five times brighter than a 150-watt R40 Spotlight. Its brilliance permits vivid color effects when filters are added, even in daylight. The lamp life is rated at 2000 hours and reduces "burn-out" and replacement problems.

The Amplex Super Beamspots are recommended for use with 300-watt PAR 56 lamps in a choice of narrow beam, medium flood or wide angle flood types. The Super Beamspot concentrates a light ten times more intense than possible with a 150-watt R40 spot. It is ideal for achieving brilliant effects at long-range and may be used with color filters when desired. The lamp life is rated for 2000 hours, providing low-cost maintenance.

The Amplex Pin Beams permit startlingly high intensity pin-point lighting effects, throwing a saucer-sized beam of light at several feet. The Pin Beam incorporates a step-down transformer, regulated to obtain about 1000 lamp life hours from the 6-volt automotive spot lamp within its body.



New Literature

Four Types of Light for Good Illumination

A well lighted room uses four types of illumination—area lighting, accent lighting, task lighting and perimeter lighting—and each type can be placed or grouped according to the taste or need of the decorator.

These four categories of good home lighting are illustrated in a new folder issued by The Superior Electric Company, makers of Luxtrol light controls. Additional information shows that the beauty and usefulness of light is limited unless controlled to provide the right light for every seeing task and mood.

The three principal methods of controls are discussed and full information given concerning Luxtrol light controls.

Free copies of the folder will be made available for distribution by Home Service departments of electric utility companies. Samples may be obtained from The Superior Electric Company, Luxtrol Division, Bristol, Conn.

New Duray Catalog

Duray Fluorescent Manufacturing Company has recently published a new 70 page catalog of industrial, commercial and residential lighting fixtures.

The new illustrated catalog contains the latest in the Duraleer, Webster Illuminator, and Universal Recessed Troffer Series. All the series contain dimensional and ordering data, and descriptive copy.

To obtain the new Duray Catalog 559, write Duray Fluorescent Manufacturing Company, 3318 W. Montrose Avenue, Chicago 18, Ill. Dep't. L.

Technical Literature

Two new Bakelite brand phenolic molding materials with fast cure times and wide molding latitudes are described in a brochure for Union Carbide Plastics Company. BMM-7001 is a dust and fines free material designed for fast powder automatic molding, either cold or R. F. preheated. BMM-7002 is supplied in Stokes granulation for plunger molding with high frequency preheat.

The maximum preform temperature of both materials is about 295°F., or 20° higher than those of other fast curing compounds. This permits faster cures and shorter molding cycles, and results in increased output rates. Molding Technical Release No. 40. Union Carbide Plastics Company, 30 East 42nd Street, New York 17, N. Y.

Plastic Age Offers Brochure on Unbreakable Street Light Globes

Fiberglass Street Light Globes—the newest boon to city and street lighting officials plagued by vandalism—are shown in a new four-page brochure now being offered by Plastic Age Sales, Inc., Mint Canyon, California, manufacturers of reinforced and transparent plastic products.

Excellent light transmission combined with light weight and exceptional resistance to breakage are prime features of the new fiberglass globes detailed in the new brochure. It illustrates how the fiberglass globes will withstand without penetration—BB's, pellets and heavy rocks. Rifle bullets, such as .22 and .38 calibre, will penetrate the globe but the glass fibers tend to reseal the opening and prevent insect entry.

Other features of the new globes are shown with test data facts. Temperature, weathering, shock and heat factors are covered in brief explanatory sections. How the globes will fit all major models of popular luminaires is also illustrated, together with a chart of Plastic Age globe numbers for each luminaire.

This descriptive brochure will be sent on request to Commercial Products Division, Plastic Age Sales, Inc., 14300 Davenport Road, Mint Canyon, California.

EEI Announces Revised Edition of Lighting Demonstration Catalogue

To meet increased demands for promotional demonstration equipment, Edison Electric Institute's Commercial Lighting Committee has issued a revised edition of "A Catalogue of Lighting Demonstration and Exhibit Materials."

The Catalogue will aid electric utilities in planning effective lighting presentations. Many pieces of equipment available for use in group lighting demonstrations and exhibits are described and illustrated.

The Catalogue will prove especially helpful to anyone wishing to build similar demonstration equipment. In many cases the illustrations and accompanying dimensional information are supplemented by detailed drawings which would be very helpful in construction of the equipment.

In most cases the materials listed in the Catalogue may be rented or purchased outright, but in some instances, utilities have designed and fabricated their own demonstration units.

Price of the Catalogue to EEI member companies is \$2.00, to non-member and foreign companies \$3.00. Orders should be addressed to Edison Electric Institute, Sales Division, 750 Third Avenue, New York 17, N. Y.

New 7-Day Time Switch Bulletin Features Wiring Diagrams for Control of Heating, Lighting, Ventilating, Air Conditioning

An abundance of illustrations and line drawings in a new 7-Day time switch bulletin will be of invaluable help to architects and engineers specifying controls for heating and lighting. Contractors and maintenance men can use the bulletin as a working manual in the field. The bulletin is issued by Tork Time Controls, Inc.

In the section "To select the proper switch action", detailed drawings show wiring plans for all general applications in lighting, air conditioning, and ventilating and, for specific heating control applications. The heating section illustrates both low voltage and line voltage systems, and switching from high to low thermostat for night set-back.

The time switches described in the bulletin feature dials revolving once in a week. They permit the setting of one or many ON-OFF schedules for each day of the week, individually, as well as for skipping selected days. The units are called the ideal control for heating, lighting, air conditioning, and ventilating in all commercial, office, public, and industrial buildings, as well as for schools, shopping centers, churches, and institutions.

Dimension drawings of enclosures and mounting brackets are another feature of the bulletin. Units are available in Tork's Quick-Out case (general purpose enclosure) and in Flush-Mount enclosures. They may also be specified less case but with mounting bracket for panel installation. The dimension drawings accompany the description of each housing.

Other information covered in the bulletin includes capacity and Reserve Power. Units are available up to 55 amp., to cover the needs of the heaviest lighting loads. Reserve keeps the time control in "on time" operation for up to 20 hours in the event of power failures, to make for foolproof control of heating or lighting.

Copies of Tork's #72 Bulletin, describing 7-Day time switches, are available gratis from electrical and heating distributors, or, upon request to: Tork Time Controls, Inc., Mount Vernon, New York.

CP 1-1960 Shunt Capacitors

Capacitor units ½ kva and larger for power factor improvement and other low-frequency alternating-current applications and assemblies of capacitor units with accessories and control to form complete capacitor installations are covered in this revised publication. (50c per copy). From the National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

READY REFERENCE SECTION

★ LIGHTING FIXTURES ★

ADVERTISING RATES

Card space 2 1/4 x 1" single insertion
\$17.00. 6 insertions, \$15.00 per card insertion.
12 insertions \$12.00 per insertion

ACME LANTERNS, INC.
Manufacturers of distinctive residential lanterns and lighting fixtures
21 BELVIDERE ST., BROOKLYN 6, N. Y.
Glenmore 2-5511-5512

DURAY
A BRIGHT NAME IN LIGHT
DURAY FLUORESCENT MANUFACTURING CO.
TELEPHONE
IRVING 8-4676

FROELICH LIGHTCRAFT Inc.
Manufacturers of Decorative Lighting
964 Dean Street, Brooklyn 38, N. Y.
Dining Room — Foyer
Dinette — Bedroom — Hall

ARTCRAFT LIGHTING COMPANY, INC.
HARRY HANDLER
PRESIDENT
NEW FORMS IN SHOWCASE,
WALLCASE, AND
SPECIAL LIGHTING
write for
new catalog
248 McKIBBIN STREET • BROOKLYN, N. Y.

DESIGNERS & MANUFACTURERS OF FLUORESCENT FIXTURES
3318 W. MONTROSE AVENUE • CHICAGO 18, ILLINOIS

esty
CERTIFIED LIGHTING
Manufacturers of incandescent and fluorescent
residential lighting fixtures.
ESTY MFG. CO. 112 S. Sangamon St.
Chicago 7, Ill.

GERINGER
LIGHTING
"THE LINE DESIGNED WITH SALES IN MIND"
Mfrs. of Residential Lighting Fixtures
GERINGER & SONS MFG. CORP.
Peekskill, N. Y. • PEekskill 7-4850

ARTOLIER
GARFIELD, NEW JERSEY
OUTDOOR & INDOOR LANTERNS OF QUALITY

**GET TO KNOW
EVERGLOW**
for
ALL YOUR FLUORESCENT AND INCANDESCENT
LIGHTING NEEDS
EVERGLOW LIGHTING FIXTURE CO., INC.
332 East Jericho Turnpike, Huntington Sta., L.I., N.Y.

GLOBE
LIGHTING PRODUCTS, Inc.
Quality and Craftsmanship Since 1922
N. Y. City Showrooms: 16 East 40th Street

IMPORTED RESIDENTIAL LIGHTING FIXTURES
Modern Brass... Bronze... Crystal... Venetian... Wrought Iron
Lanterns... Scones... Baskets... Showers
LEADING IMPORTERS OF: Lamp Bases, Chandeliers, Pendants, Fountains, Figurines, Prisms.
BOHEMIA IMPORT CO. INC.
39 West 23 Street New York 10, N. Y.
ALgonquin 5-3208-9

FEDERAL LIGHTING CORPORATION
DIVISION OF THE FRANKELITE CO.
Manufacturers of Quality Fluorescent,
and Incandescent Residential, Commercial
and Industrial Lighting Fixtures
1425 ROCKWELL AVE., CLEVELAND 15, OHIO

JERYL LIGHTING PRODUCTS
42 W. CERMAK RD.
CHICAGO 16, ILL.
manufacturers of
JER-O-LIERS

Check-O-Lite
IMPORTERS • MANUFACTURERS
Crystal, Bronze and Modern
CHANDELIERS
Factory: 3464 Hudson Blvd., Jersey City, N.J. 6-3435

**H.A. FRAMBURG
AND COMPANY**
Distinctive Residential Lighting
FIXTURES AND LAMPS
3320 CARROLL AVE. CHICAGO 34, ILL.

Lightcraft CORPORATION
JEANNETTE PENNSYLVANIA
"LIGHTCRAFT FIXTURES used the world over"

Better Styled—Better Finished
Lighting Fixtures
Write for complete catalog

Lincoln LIGHTING PRODUCTS INC.

4121 N. Rockwell St. Chicago 18, Ill.

MELOLITE
CORPORATION

Manufacturers of distinctive
RESIDENTIAL FIXTURES

Also in large sizes for commercial use
104-14 South Fourth Street • Brooklyn 11, N. Y.

NEW swiveller
Hospital-Lites




SWIVELLER COMPANY, Inc.
30 Irving Place, N. Y. 3, N. Y.



MAJESTIC
METAL SPINNING &
STAMPING CO., INC.

537 Seakett St., Brooklyn 17, N. Y.
Triangle 8-1422

MANUFACTURERS & DESIGNERS OF
QUALITY RESIDENTIAL LIGHTING FIXTURES



PRESCOLITE
LIGHTING

2229 FOURTH STREET, BERKELEY, CAL.
NESHAMINY, PENNA. • EL DORADO, ARK.



WASLEY
Specializing in
SOLID COPPER
LIGHTING FIXTURES
INDOOR & OUTDOOR

WASLEY PRODUCTS INC., PLAINVILLE 1, CONN.

★ MATERIALS AND EQUIPMENT ★

The complete line of

DURA FLUORESCENT
STARTERS

DURA ELECTRIC LAMP CO.

52 E. Bigelow St., Newark 5, N. J. • Bigelow 3-0014

CRYSTAL TRIMMING

IGMOR
NOVELTY CORPORATION



CRYSTAL LAMP AND CHANDELIER PARTS

IGMOR NOVELTY CORP.
15 West 28 St.
New York 10, N. Y.

Telephone MU 3-1689

ROYAL PRODUCTS CO., INC.

★ manufacturers of ★

FLUORESCENT LAMP STARTERS

Serving the trade over a quarter of a Century
19-21 Grain Street, Newark 3, N. J.
New York Rep. Sili-Glo Sales Company IL 8-4574
New Jersey Rep., Phil I. Hersh, ES 5-7587



ELECTRICAL TESTING
LABORATORIES, INC.

2 East End Avenue New York 21, N. Y.

Electrical, Electronic, Environmental,
Photometric and Chemical Laboratories.
Testing, Research, Inspection and Certification



KULKA

Fluorescent lighting devices, incandescent lighting devices, switches, harnesses, terminal strips, etc.

ELECTRIC CORP. Write for big catalog.
Mount Vernon, N. Y.

SURELITE
manufacturers of
QUALITY
FLUORESCENT STARTERS



SURELITE PRODUCTS CO.
368 E. 148th St., N. Y. 55, N. Y.

ERIE GLASS MFG. CO.
LIGHTING GLASSWARE

564 Union Trust Bldg.
Pittsburgh, Pa.

LIGHTING PARTS, INC.

Los Angeles • San Francisco

Manufacturers' Agents and Distributors of Parts
for the Incandescent and Fluorescent
Fixture Industry
SINCE 1929

PHILADELPHIA
GLASS BENDING CO., Inc.

2515 Moore St., Philadelphia 45, Pa. Tel.: HO 8-7255

● **CERAMIC FIRED BENT GLASS**
for LIGHTING MANUFACTURERS

FORMAN GLASS WORKS

★ Decorative Formed Glass for ★
All Lighting Fixtures and Torchere Lamps

9 NEIL COURT • OCEANSIDE, N. Y.
Phone ORiole 8-5840-1

LIGHTING FIXTURE PARTS
Where Good Design Costs No More.

Linden Metal Products Corp.

1391 Elizabeth Ave. W, Linden, New Jersey

SPECIFICATIONS SHEETS AND SAMPLES ARE
AVAILABLE TO MANUFACTURERS AND DE-
SIGNERS ONLY. WRITE TODAY.

RADIONIC TRANSFORMER CO.
Quality Ballasts Since 1939

Catalog Sheets on Request
411 S. Sangamon Street,
Chicago 7, Illinois

PORCELAIN ENAMELING
of Reflectors

GILBERT MAGAZINER

59 Westervelt Ave., Tenafly, N. J.
Lowell 7-4947

★ Serving the Trade Since 1918

Gem Bars • Steel Hickeys • Crossbars •
Malleable Hickeys • Universal Bars • Flanges
• Fluorescent Hickeys • Etc.

Prompt Quotes on your Requirements

M.S.W. MANUFACTURING COMPANY, Inc.
1827 Niagara St., Buffalo 13, N. Y. Phone: LINcoln 2878

DESIGNERS AND MANUFACTURERS
Steel Craft OF
HINGED Egg Crates and Metal BODIES FOR
Assembly—For All Fixtures THE TRADE
Union Made—Underwriters Approved—
Immediate Deliveries

STEELCRAFT FLUORESCENT STAMPING CO
191 Murray St. Newark 5, N. J.



manufacturers of:
**SLIMLINE & HIGH OUTPUT
FLUORESCENT LAMPS**

SUPRO LUX
mfg. co., inc.
406B E. 161st ST.
BRONX 51, N. Y.

(for indoor and
outdoor use)
**ALL STANDARD
COLORS & SIZES**
Odd sizes & colors
on special order.

UNIVERSAL BRASS TURNING CO., Inc.



**CROSS BARS
HICKEYS
LAMP GUARDS**



**PICTURE
AND LAMP
HARDWARE**

WASSELLE METAL PRODUCTS CO.

Nation's Largest Producer of
LIGHTING HARDWARE

235 Berry St., Bklyn 11, N. Y.

EV 7-4737

Fine Display



S. S. Sarna will be showing a full line of hand perforated and chased lanterns and 3 light chandeliers at the lamp show this month.

Many new items are to be shown. They include a full line of drop fixtures, wall pulleys and ceiling pulley arrangements.

The lanterns and chandeliers are shipped fully wired and include a fibre glass diffusion sleeve.

The photo shows just a few items in the complete line. All lanterns are imported from India and are solid Sarnabass®. They have a lacquer coating to prevent blackening and tarnishing.

The new catalog is available now—it can be had by writing for it on your company letterhead. It shows the full line of lanterns and chandeliers available as well as suggested uses in decorator room settings.

S. S. Sarna, 225 Fifth Ave., N. Y. 10, N. Y.

Polhemus is Vice President and General Manager at Acme Resin Corp.

At a recent Acme Resin Corp. Board of Directors Meeting, Irving B. Polhemus was elected Vice President in addition to his position as General Manager, which he has held since November 1958.

Polhemus was formerly associated with Acme Resin from 1950 to 1953 as Sales Manager, leaving to become a Market Manager in the Plastics Division of Owens-Corning Fiberglass Corporation, New York City, New York.

Prior to 1950, Polhemus was Manager of the Industrial Resins Division of Catalin Corporation, New York.

Mr. Polhemus is a member of the Society of Plastics Industry.

He is a graduate of Rutgers University, where he received his B. Sc. degree in Organic Chemistry.

Announcing

The Establishing of a Manufacturers Representatives Services in Expanding Ohio - Kentucky - W. Virginia Markets

30 years electrical selling experience — 12 years sales management — to electrical, Hardware, Grocery, drug, OEM — utility and government accounts in this important geographical area. 7 years Cleveland district manager — Lighting Division, Sylvania Electric Products. Previously — 10 years General Electric Lamp Division—4 years G.E. Supply — 7 years Cleveland Illuminating Company.

Interested in all leading lighting — electrical supply lines

Personal and Experience

Age 51, married, two children. Educated Ohio State University and correspondence courses in economics, mathematics, illuminating engineering, etc., plus courses in American Management Association.

From 1953 to present Sales Manager, Lighting Div. Cleveland District Sylvania Electric Prod. Inc., 730 Third Avenue, New York 17, N. Y. Responsible for lamp bulb sales to electrical, hardware, grocery, and drug wholesalers—70%. To U. S. Government 5%; and 25% to OEM accounts (Frigidaire, RCA, Whirlpool, Hoover Co.) Third largest district in sales volume in U.S.

From 1952 to 1953 National Accounts Representative, same company. From July 1948 to December 1951 General Electric Company, 570 Lexington Ave., N. Y., N. Y. Assistant Sales Manager—Lamp Department—Chicago District. Supervised 20 salesmen in the Metropolitan Chicago area. Lamp sales to electrical and hardware wholesalers and electric utilities. Other capacities with GE—staff of General sales manager, staff of district manager and manager lamp and lighting sales wholesale division of General Electric Supply Corp.—A total of 12 years with General Electric Co.

Prior to this connection associated with Curtis Lighting, Inc., Chicago, Ill.

Seven years with Cleveland Electric Illuminating Company, 55 Public Square, Cleveland, Ohio. (April 1930 through November 1936.)

Experience in all phases of sales management and supervision as well as training and recruiting.



DAVID J. BOWDEN
11720 Edgewater Drive
Lakewood 7, Ohio

(Adv.)

Classified Advertising

Rate: \$1.50 per line; Space line counted as line. Minimum charge \$7.00. Cash with order. Display classified (boxed) is \$13.50 per column inch.

HOW TO COUNT YOUR LINES—Figure all cap line as equal to 35 letters, per line—other lines which include both upper and lower case letters, are equal to 45 letters. Add two lines for Box number ad, please send re-forwarding postage to cover.

Lighting fixture and/or Lamp representative wanted for Florida, Georgia, North & South Carolina, Mississippi, Alabama, Tennessee. Our firm nationally recognized, with over 40 years experience manufacturing medium to expensive lighting fixtures, lamps and accessories. Please state experience. Box JN-6, LIGHTING, 114 East 32nd St., New York 16.

DESIGNER with proven creative ability in Home Lighting or allied field desired by leading Cleveland manufacturer of lighting products. Write giving complete employment, educational and personal information. Resumes received in confidence. Post Office Box 1411, Station B, Cleveland, Ohio.

WANTED Manufacturer's representative covering New England States. Complete residential line of traditional, contemporary, modern and import, also commercial. Box JN-7, LIGHTING, 114 East 32nd St., New York 16.

One of the leading manufacturers of residential lighting has the following open territory; New England states, Michigan, Indiana, Pennsylvania and New York State. Active accounts. Write giving full details, first letter. Box JN-8, LIGHTING, 114 East 32nd St., New York 16.

SALES MANAGER for manufacturer of complete line of residential lighting. A chance to affiliate with this fast growing company on a partnership basis. To the man who can prove himself this is more than a commission job. Get above the status of an employee, become part of management. This man must have past successful record of organizing and supervising sales force on a national scale—selling to distributor, jobber, large display dealer and some connections with chain store buyers. Until proven we will pay salary, commission, traveling expense, etc. Don't miss this opportunity to earn part of the profits you help create. Send complete resume and salary requirements first letter. Your reply in strict confidence, of course. Box JN-18, LIGHTING, 114 East 32nd St., New York 16.

SALES REPRESENTATIVES WANTED

Importer of distinctive line of bronze, crystal and ceramic chandeliers seeks representatives with following in lighting fixture field. excellent opportunity for competent, aggressive men. Territories open: Illinois, Ohio, Michigan, Texas, Louisiana, Mississippi, Alabama, Tennessee, Georgia, Missouri, Virginia, New England. Send pertinent details including references. Box JN-19, LIGHTING, 114 East 32nd St., New York 16.

WE ARE LOOKING FOR A:

TOP NOTCH NATIONAL SALES MANAGER

To take over, direct and develop a nationwide sales organization working with Architects, Engineers and Electrical Wholesalers. Knowledge of Electrical Engineering and Architecture helpful but not imperative. This is an opportunity to share in the growth of an old established Company working with a younger, aggressive, forward looking management team. Manufacturers of Church, Institutional and Commercial Lighting. Send letter and resume to NL CORPORATION

2480 E. 22nd St., Cleveland 15, O.

Formerly:

The Novelty Lighting Corp.

MANUFACTURERS AGENTS WANTED

California Manufacturer of a complete line of residential lighting fixtures. Texas — Oklahoma — Louisiana — New Mexico and Arizona now open. State lines carried and complete resume. Box JN-10, LIGHTING, 114 East 32nd St., New York 16.

ONE OF THE COUNTRY'S LEADING RESIDENTIAL LINES IS DESIROUS OF REPRESENTATION IN INDIANA, MICHIGAN, MISSOURI, SOUTHERN ILLINOIS, ARKANSAS, OKLAHOMA, TEXAS. MAN MUST HAVE FOLLOWING AND EXPERIENCE WITH ELECTRICAL DISTRIBUTORS. PLEASE STATE QUALIFICATIONS, EXPERIENCE AND REFERENCES. Box JN-11, LIGHTING, 114 East 32nd St., New York 16.

Sales Representative wanted by manufacturer of complete line of residential lighting fixtures. Contemporary, traditional and many imported types of varied lighting fixtures. Michigan, Indiana open. Also some states west of the Mississippi. Active accounts. Box JN-9 LIGHTING, 114 East 32nd St., New York 16.

Established national manufacturer of incandescent and fluorescent lighting fixtures for residential and commercial use, wants aggressive salesmen for following states: Pa., N. Y., New England, Va., W. Va., California, Washington, Oregon, La., and Texas. Liberal commissions. Prefer men known to the trade. Send full details in confidence. Box JN-15, LIGHTING, 114 East 32nd St., New York 16.

ONE OF COUNTRY'S LEADING RESIDENTIAL LINES IS DESIROUS OF REPRESENTATION IN OHIO, KENTUCKY, INDIANA, WEST VIRGINIA. MAN MUST HAVE FOLLOWING AND EXPERIENCE WITH ELECTRICAL DISTRIBUTORS. PLEASE STATE QUALIFICATIONS, EXPERIENCE AND REFERENCES. Box JN-12, LIGHTING, 114 East 32nd St., New York 16.

WANTED

MANUFACTURER'S REPRESENTATIVES

Long established mfr. of showcase, commercial and custom lighting, also architectural metal fabrication, standard catalog items, and to specification, desires men capable of working with architects, designers, showcase mfrs., electrical distributors, contractors, department stores, etc., in concentrated areas. A real opportunity to grow with our lines. State full particulars.

ARTCRAFT LIGHTING CO. Inc.
248 McKibbin St., Brooklyn 6, N. Y.

REPRESENTATIVES WANTED—for New York outside Metropolitan area, Florida, Illinois, Missouri and Texas. By fast growing incandescent residential fixture manufacturer. State experience. Box JN-16, LIGHTING, 114 East 32nd St., New York 16.

SALESMEN outdoor lantern line, Va., Md., Del., D. C., Nebr., Mo., Colo., Wyo., Miss. Kansas and Iowa. Box JN-14, LIGHTING, 114 East 32nd St., New York 16.

Sales Representative now calling on Electrical Contractors and Building Suppliers to handle a complete line of electrical supplies and special cables. Good commissions. State territory desired and lines carried. All replies strictly confidential. Box JN-20, LIGHTING, 114 East 32nd St., New York 16.

LEADING MANUFACTURER OF ARCHITECTURALLY DESIGNED INCANDESCENT LIGHTING FIXTURES WHICH HAVE WON INTERNATIONAL DESIGN AWARDS, IS SEEKING AREA DISTRIBUTORS IN ALL STATES. DISTRIBUTORS MUST HAVE SALESMEN CALLING ON ARCHITECTS, INTERIOR DECORATORS, ETC. BOX JN-5, LIGHTING, 114 East 32nd St., New York 16.

SALESMEN WANTED for New England, Penna., and Southern New Jersey to sell one of the FINEST CONTEMPORARY LIGHTING FIXTURES. Top calibre men required. Box JN-17, LIGHTING, 114 East 32nd St., New York 16.

Advertisers' Index

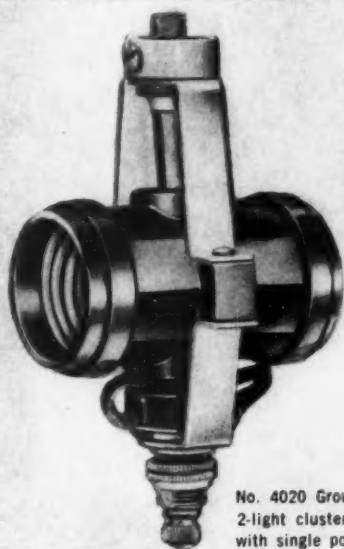
Acme Lite Products Co.	47
Alexander-Tagg Industries	56
Artolier Corporation	5
Auditorium Hotel Cleveland	52
Becker Mfg. Co.	50
Berger Machine Products, Inc.	41
Bibi & Co.	54
Central Porcelain Co.	48
Chilo Mfg. & Plating Co.	54
Contrex Company	39
Delights Inc.	51
Del-Val Mfg. Co.	2
F. W. Dodge Corporation	14
Dow Chemical Corporation	4
EJS Lighting Corporation	7

Elite Glass Company	57
Feldman Bros. Brass Co. Inc.	54
Geringer & Sons Mfg. Co.	43
Glass Laboratories	50
Gries Reproducer	53
Globe Lighting Prod. Inc.	1
Guth, Edwin F. Co.	15
Howard Metal Prod. Co. Inc.	51
Jay Lighting Mfg. Co., Inc.	45
Leviton Mfg. Co.	Inside Back Cover
Lumitron Corp.	57
Marplex Company	44
Massaglia, Hotel	52
Meierjohan-Wegler	48
Minex	53

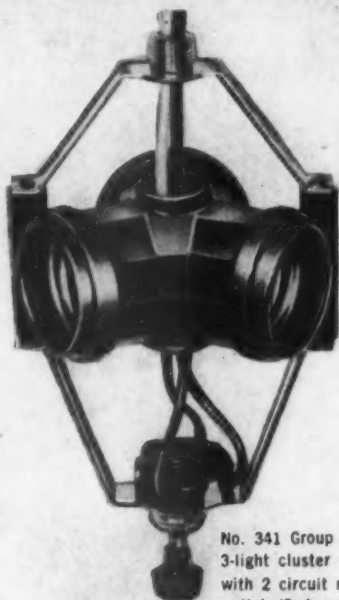
Monsanto-Chemical Company	6
Nord-New York	8
North American Elec. Lamp Co.	54
Phoenix Lighting	11
Progress Mfg. Co., Inc.	Back Cover
Richter Metal Stamp & Spin Corp. ..	12
Rotuba Extruders	13 & 49
S. S. Sarna	10
Sea-Gull Lighting	9
Sunbeam Lightingwares, Inc.	55
Thomas Industries, Inc.	19
Timely Lighting Products Co.	46
Viriden Co., John C.	Inside Front Cover
Ward Engineering, Inc.	42

from the LEVITON NOTEBOOK...
bright idea for

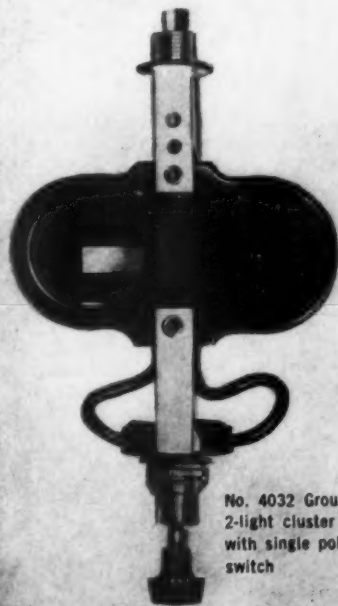
LIGHTING DESIGNS!



No. 4020 Group
2-light cluster shown
with single pole rotary
switch



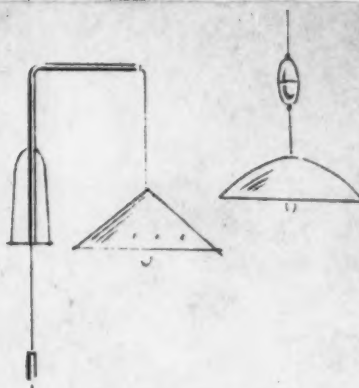
No. 341 Group
3-light cluster shown
with 2 circuit rotary
switch (3-stage)



No. 4032 Group
2-light cluster shown
with single pole rotary
switch



No. 346 Group
4-light cluster
shown switchless



*A complete line...
to fit any design! Leviton
Multi-light Clusters*

*Now you can design pull-down type lamps and pulley type ceiling fixtures with complete freedom, for now there is a complete line of LEVITON multi-light clusters to choose from. Here are the 2, 3 and 4 light clusters to fit any design...with any variation possible for any type of fixture! Available keyless, or with a variety of switches: rotary or pull chain, single pole, or two circuit; with brackets of all sizes to fit any requirement, and any type of wire specified. LEVITON multi-light clusters are compact, molded in sturdy HI-HEAT Black Phenolic—**ALL WIRED.***

SAVE TIME ON NEW MODELS!
Before getting involved in all sorts of "Specials" and experimentations send sketches of your tough problems to Leviton and we will make up a sample incorporating a standard unit to fit your job.

All clusters are rated 660W.-250V. switchless. (Clusters with switches carry same rating as switch.) Listed as standard by Underwriters' Laboratories Inc. and C.S.A. Clusters with approved switches are acceptable by U.L. Call or write LEVITON—today!

Get
complete
details
and
descriptive
literature
Write
or call

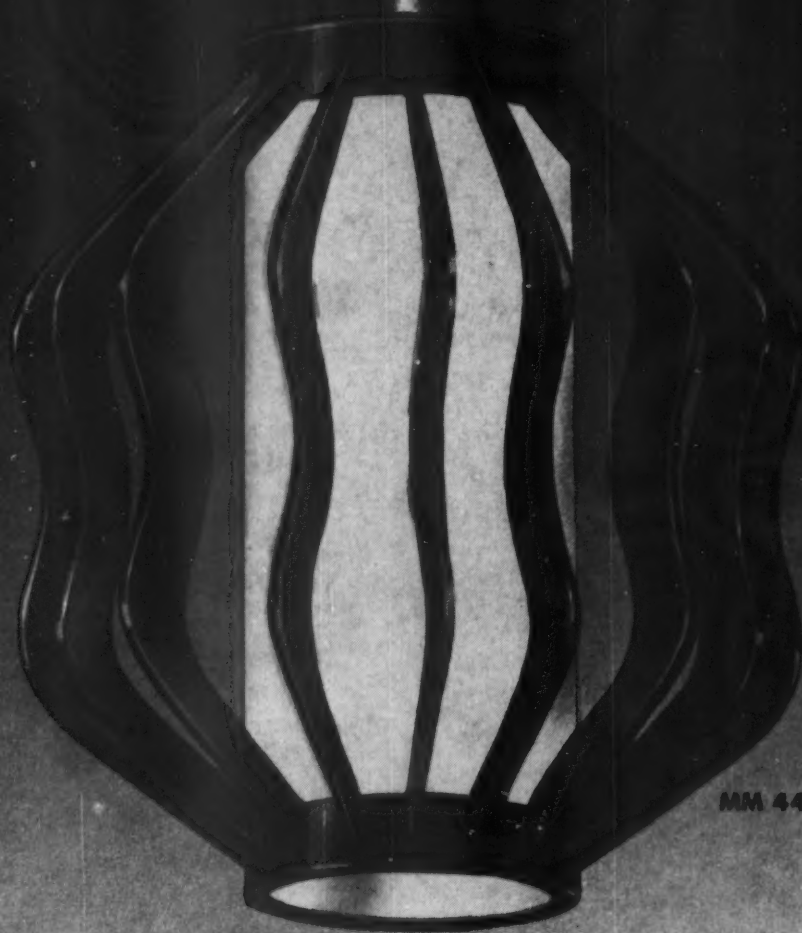
Your best jobs are done with ...

LEVITON

LEVITON MANUFACTURING COMPANY, INC., Brooklyn 22, New York

Chicago • Los Angeles • Leviton Canada, Limited, Montreal

For your wire needs, contact our subsidiary AMERICAN INSULATED WIRE CORPORATION



MM 4428

Minute Mount offers a delightful new shape that will send new consumer traffic into any showroom . . . traffic that will LOOK and BUY—because this appealingly fresh series has obvious and genuine promotion-value “built into” its regular price structure! Pulldown, 3-light pendant, individual pendant and wall pulldown, perfect companions, in white, black or pumpkin. Retail prices start as low as \$6.95. Available for immediate delivery.



progress

MANUFACTURING COMPANY, INC. Philadelphia 34, Pa.
World's largest producers of residential lighting and related electrical products.